TECHNOLOGY DEPT.

First Copy

A National Newspaper for Every Branch of the Industry

Automotive Daily News

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

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BOSTON CROWDS AT OPEN HOUSE ON MOTOR ROW

Annual Event Attracts Many to Special Exhibits

By B. E. ESTERS
A. D. N. Correspondent

BOSTON, Feb. 22.—The most elaborate plans, entertainments, decorative effects and record crowds featured the annual observance of the Washington's Birthday Open House of Boston automobile dealers here today.

Every salesroom on automobile row had its doors open from 9 in the morning until late at night in the first showing of the new models

(Continued on Page 12.)

Hudson Output Now 1,250 Cars Per Day

Detroit, Feb. 22.—Hudson Motor Car Company for the fourth time since January 1 has increased production from 1,200 cars daily demand for its new models, Hudson Super Six and Essex Super Six. The latest increase brings Hudson-Essex totals to 1,250 cars daily, or a car every 23 seconds of a nine-hour day.

SAIL FOR EUROPE. Fred J. Fisher of the Stromberg Company, Mrs. Fisher, J. E. Morehouse of General Motors and Mrs. Morehouse on board the Mauretania just before it sailed Monday from New York.

CANADIAN TAX CUT LOWERS PRICE OF CARS

Montreal, Feb. 22.—Canadians are to purchase their motor cars a little cheaper as a result of the 20 per cent. cut on sales tax rates announced in the Federal budget. It was computed in local automobile circles today that following the tax reductions, the retail price of the majority of cars will shortly be reduced from about $5 to $15, or approximately the cost of the automobile license. The sales tax on motor cars is charged on the actual cost to the local dealer, or the duty paid value plus freight and excise tax.

B. M. SEYMOUR, who is now general manager of the combined branches of the New York Yellow Cab Sales Agency, Inc., and the General Motors Truck Corporation. He was formerly in Chicago as assistant sales director of the commercial car units of General Motors.

N. A. D. A. OPENS NEW CHICAGO HEADQUARTERS

Chicago, Feb. 22. — Pursuant with action taken at the annual meeting during the Chicago show, the general offices of the National Automobile Dealers' Association have been removed from St. Louis to Chicago. New headquarters has been established at 61 East 35th St.

ST. LOUIS CAR SHOW OPENS WITH 20% ATTENDANCE GAIN; 100,000 VISITORS EXPECTED

Special to the Automotive Daily News

ST. LOUIS, Feb. 22.—The opening day of the Automobile Show here was attended by 16,230 persons, 20 per cent. more than were present on the first day of last year's

Capt. Robert E. Lee, manager of the show, was delighted with its reception.

"The show promises to be better than that of any previous year," Capt. Lee said. "There seems to be more interest in the new cars and the buying is very brisk. No definite figures are available, but at 11 o'clock this morning eleven salesmen put in claims for making the first sale."

Credit for making the first sale goes to R. T. Satshaw, for the Lewis Motor Car Company, who sold a Chandler sedan on a clear deal. The fourth sale was an ornate hearse sold to the Weick Undertaking Company by Edward

(Continued on Page 12.)

Rail Routes Announced for A. E. A. Convention

Chicago, Feb. 22.—Announcement is made by the Automotive Equipment Association that plans are progressing for the twelfth annual summer convention to be held at Portland, Ore., June 27 to July 2.

The delegates will have the choice of two railroad routes from the central West. One route will be via the Soo line to Minneapolis to Portal, or the Chicago & North Western to Minneapolis. Entering Canada, the Canadian Pacific will transport the delegates through Moosejaw, Calgary, Banff, Lake Louise, to Vancouver and on to Portland. The other route is via the Chicago, Burlington & Quincy in conjunction with the Great Northern.

Blanks for reservation quoting fares, etc., will be mailed in due time.

Hupp Orders Gain $9,000,000 on Feb. 1

Detroit, Feb. 22.—Hupp Motor Car Company had orders amounting to $14,500,000 February 1, an increase of more than $9,000,000 over the same date last year.

Goodyear Tire Officials To Testify at Hearing

Akron, O., Feb. 22.—Taking of testimony in connection with suits of stockholders to remove Clarence Dillon as trustee of the Goodyear Tire and Rubber Company and for an accounting during the years he has been one of the controllers will begin here tomorrow, probably in the company's offices.

The hearing was called for yesterday in the offices of Mather, Nesbitt & Wilkie, attorneys for the stockholders, but after a few preliminary questions was adjourned till tomorrow.

P. W. Litchfield, president; W.

(Continued on Page 12.)

World's Motor Census Totals 27,527,238 Cars

NEW YORK, Feb. 22.—There were 27,527,238 automotive vehicles in active service throughout the world in the beginning of 1927, an increase of more than 3,000,000 motor cars and trucks over last year.

Relatively more rapid strides are being made in other sections, but the United States still maintains its status of 80 per cent. of the world's automobiles, according to the annual world motor census by the American Automobile (Overseas edition).

The census reveals that automo-

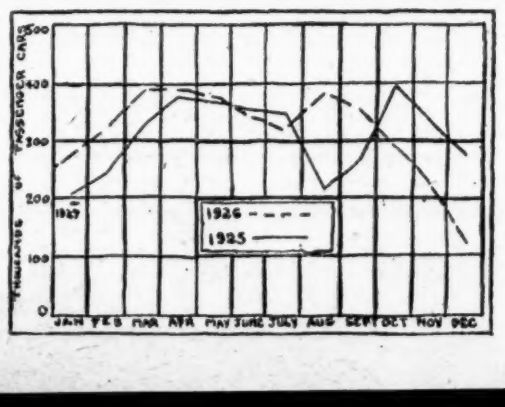
(Continued on Page 12.)

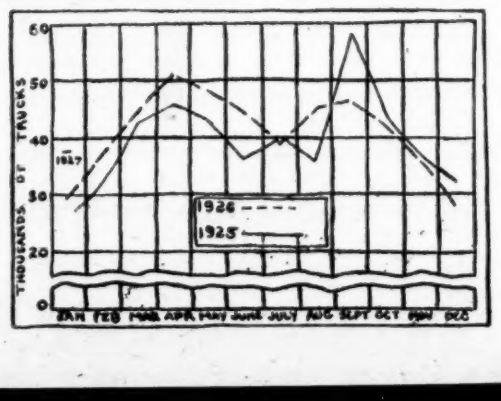
Peerless Sells Boston Factory Branch

Boston, Feb. 22.—The discontinuance of the Boston factory branch of the Peerless Motor Car Company became known today with the announcement of the purchase by J. C. Harvey of the establishment which has been conducted for the past eighteen years at 660 Beacon St., Kenmore Square. Wholesale and retail distribution throughout New England will be handled by the new firm.

R. W. Burnham, who has been in charge of the Boston business of J. C. Harvey for the past six years, will take complete charge of the new establishment, and it is expected that there will be an enlargement of the personnel of the company. The business will be carried on substantially the same. The dealer organization will not be changed.

CAR AND TRUCK PRODUCTION.—The charts below show the levels of motor car and truck production by months for 1925, 1926 and the first month of 1927. The charts were drawn from Department of Commerce statistics.





Johnston Heads Ticket For Illinois A. T. A.

Chicago, Feb. 22.—William E. Johnston of Peoria heads the only ticket to be voted on at the annual election of the Illinois Automotive Trade Association to be held at Danville on March 15, in connection with the eighth annual convention. An "open forum" is scheduled for the eve of the convention.

Others nominated are:—

First vice-president, W. E. Butler, Chicago; second vice-president, Bennett Brant, Bushnell; third vice-president, Leonard Putnam, Ottawa; fourth vice-president, C. S. Winston, Joliet; treasurer, W. W. Yates, Bloomington.

Directors, William McKenzie, Springfield; J. R. Histed, Chicago; Phil Miler, Kewanee, and C. W. Hall, Centralia.

Chicago delegates to the convention will go to Danville in a body.

Fluctuation of Franc Hampers French Dealers

PARIS, Feb. 22.—The French automobile manufacturers were the first hit by the economic crisis and they are still far from seeing their way clear to recovery. Old established firms like De Dion Bouton and Delage are reported in difficulties and it is certain that a number of the smaller and younger companies will disappear before long.

On the other hand, the mass producers such as Citroen and Renault view the prospects with equanimity, the more so because they have factories not only in France but in foreign countries. Citroen has long been established in England and has recently bought plants in Cologne and in Copenhagen, while Renault is building a factory in England.

Dealers in American makes have been suffering acutely by the appreciation of the franc, since some of them at least find themselves with large stocks bought when the dollar quoted between 30 and 40. They face the necessity of cutting their losses and offering their cars at the old prices or going out of business altogether.

Some American dealers have already cleared out of the field, while others report no sales and have to content themselves with repair work. Ford appears to be doing little business except in trucks, and it is known that Ford imports have been reduced of late to very small proportions.

Statistics of exports for 1926 show that cars shipped abroad numbered less than in 1925, though the weight and value were greater. The figures in numbers follow:—

	1926.	1925.
Great Britain	5,041	15,150
Germany	1,515	2,713
Belgium-Luxembourg	7,986	8,160
Switzerland	4,038	2,910
Spain	7,695	8,113
Algeria	5,186	5,926
Other countries	23,216	16,010
Totals	54,675	58,982

In metric quintals the weight of the 1926 exports was 832,200, against 665,033 in 1925, while the value in 1926 was 2,347,623,000 francs, against 1,962,686,000.

Exports of trucks and tractors in 1926 numbered 5,095, against 4,787, with weights at 137,098 metric quintals, against 109,536, and value at 218,778,000 francs, against 181,238,000.

SERVICE STATION LICENSE BILL UP IN WASHINGTON

Seattle, Wash., Feb. 22.—The bill providing for license for all service stations or concerns selling gasoline and oil has been making headway in the state Legislature and will probably be enacted into law.

It is commonly known as the anti-substitution law and provides for a $7.50 license fee for all stations and also $2 license fee for each attendant. It also provides for inspectors, proper labeling of containers, etc.

Welton Attacks Insurance Laws

Chicago, Feb. 22.—Speaking before the Insurance Federation of Illinois, Spencer Welton, president of the New York Indemnity Company, made a vigorous attack on compulsory liability insurance, claiming that such a law is not wanted, is unfair to the insurance companies, and is not needed. He cited statistics adduced at the Hoover conference on highway regulations to show that only 10 per cent. of those injured by automobiles are unable to collect indemnity.

He declared that the law in operation in Massachusetts does not give the protection that is commonly believed. The Hoover conference showed that 66 2-3 per cent. of accidents are due to contributory negligence and that it is then necessary to go into court to prove liability. He recommended as a substitute, laws to reduce reckless driving, which is not provided in the Massachusetts statute.

He declared that companies there are required to accept questionable risks and cited one company which was forced to accept one man who had been convicted five times for reckless driving. Compulsory liability insurance denies the right of selection of risks and encourages recklessness because others must pay for it, he declared.

32 Models on View At Hartford Show

Hartford, Conn., Feb. 22.—Hartford's twentieth automobile show staged by the Hartford Automobile Dealers' Association opened here last week. Notwithstanding the inclement weather, local motoring enthusiasts drove to the state armory for the opening of the show.

Earl M. Taber, chairman of the dealers' show committee, presided over the formal opening of the show. In the name of the association Mr. Taber presented the show to the city, the acceptance speech being made by Mayor Norman C. Stevens, who in turn introduced Gov. John H. Trumbull.

Thirty-two makes of cars are on display and are represented in over 200 vehicles. Closed cars predominate. Every square foot of floor space in the spacious armory is taken up and, space for space, the showing this year is much better than last.

Long Beach Prepares for Annual Auto Show and Beauty Contest

Special to the Automotive Daily News

Long Beach, Cal., Feb. 22.—The third annual automobile pageant will be held February 28, ushering exhibit week, to be observed by all automobile dealers of the city.

Participating in the parade will be more than one hundred of the latest model automobiles now being shown in local salesrooms. The cars will be chauffeured by and carry bevies of local and southern California beauties vying for honors in the beauty contest staged in conjunction with the auto pageant.

Approximately $100 will be given away in cash prizes to the beauty entrants, besides which the Cecil B. de Mille Studios will take film tests of the entrants, and movies of the pageant will be shown throughout the week at one of the city's leading theaters, thus giving the dealers wide publicity.

The pageant and exhibit week are being sponsored by the Long Beach Motor Car Dealers' Association. In past years the pageant has proved more practical locally than the usual indoor show. Instead of depending upon the public to visit the show headquarters, by the pageant method it is possible to bring the show to the public, and the beauty contest phase of the parade makes for keener interest in the affair and always serves to line the main streets of the city followed by the parade.

SPARKS from DETROIT

Harry Moock

* * *

Aviation

* * *

Traffic Survey

* * *

Those Mergers

Walter Boynton—Detroit Editor

THREE classical dancers recently visited one of Detroit's automobile plants and were so thrilled at what they saw that they have originated a dance with the factory as a motif. Details are lacking, but it is assumed that the costumes will appropriately be made of sheet metal; that they will clutch each other from time to time; spring into the air; ding each other's fenders, so to speak, and be inappropriately tireless. Very probably the charming young ladies will possess streamline design, short wheel bases, attractive, if scant, upholstery and be dowered with strong power plants. It's a most intriguing idea, this dance thing, and possesses endless possibilities, if other fields of industry are to provide the inspiration.

* * *

HARRY MOOCK'S appointment as director of market development for the Automotive Equipment Association is a subject for congratulation, both to him and to the A. E. A. Mr. Moock's long experience in every field of the selling game and his familiarity with high standards of production and merchandising should assure his success in this new connection. He is favorably known to thousands of dealers, as a former secretary of the National Automobile Dealers' Association, and he formed and originally headed the Rocky Mountain Trade Association.

He will make his headquarters in the Jewelers' Building, Chicago, whence he will co-ordinate sales effort for the A. E. A. all over the country. Rumors of the appointment were current at the Chicago Show, but no name of the new managing director was given. Here's the best of luck to a tried man in a job with abundant opportunity for constructive and profitable work.

* * *

SEVERAL of the men interested in the field of commercial aviation feel that the newspapers generally lend too heavy an emphasis to their reports of accidents and fatalities. This is an attitude of mind that it is hard for a newspaper man to understand. If accidents and fatalities were the unfailing rule of the operation of airplanes, there would be no news in them. Their very infrequency makes their news value.

It would be a queer newspaper that would fill its columns every day with statements to the effect that the Twentieth Century made an uneventful run from New York to Chicago or that the Detroiter made an uneventful run from Detroit to New York and reached the latter city on time. If either of these crack trains meets with a regrettable accident, it is the business of a newspaper to chronicle it. And the very fact that this is known to be so doubtless has an effect in decreasing the percentage of railway accidents of all kinds.

Providentially, there are very few plane accidents; but no one expects that the time will ever come when there will be none at all, any more than we look forward to a time when there will be no death among mankind. Those who die are following in the footsteps of the pioneers in other great enterprises. Some of our aviation friends are too sensitive.

* * *

Flint's traffic survey, designed to learn the cause of accidents—and their prevention—is in line with constructive study of this kind all over the country. Earl J. Reeder of the National Safety Council, who is directing the survey, pays Flint a high compliment on the city's safety zones. He says that they are the finest he has seen in seventeen cities examined. While a definite lowering of the death rate is perhaps too much to hope for, it is impossible not to feel that constructive study of traffic conditions and intelligent application of knowledge gained play a most important part in keeping down the number of accidents and fatalities.

* * *

According to announcements, the end of March will present to the public additional cars that will bring the total of individual types of cars, both open and closed, above six hundred and twenty-five. These are the product of forty-eight manufacturers, and they range in price from less than $500 apiece to $9,000. This list does not include custom-built cars, which cost whatever the fancy and the purse of the buyer dictate, but it indicates in a general way the scope of the industry as we know it today.

* * *

Mergers of automobile companies and an impending price war are predicted by the newspapers. These two predictions have been freely made, and at frequent intervals over a period of several years. Increasingly high pressure on the industry, resulting from the amazing growth of some of the companies, has seemed to spell the retirement of some of the smaller companies from the arena. But up to date the mortality list is small—much smaller than it used to be when some of the present individual companies and combinations were much smaller than they are now. Several of the organizations that are comparatively small have a loyal dealer organization and a high percentage of satisfied customers, with resulting good will and high yield per salesman. At the present time there seems no immediate possibility of the simultaneous doing away with the so-called "little fellows." The custom shoemaker continues to do business, and is likely to remain a factor for some time to come.

MAKERS LOSE SALES BY AFRICAN POLICY

Distributors and Dealers Criticize American Sales Methods

CAPETOWN, U. S. A., Feb. 22.—Among the various overseas dominions of the British Empire, South Africa has been one of the leading consumers of American cars during the past few years. Power and ample road clearance have been as much responsible as competitive prices for the superior distribution that American cars have found, as compared with British products.

Recently, however, a number of American manufacturers have inaugurated new dealer policies which work greatly to the disadvantage of the African business man, and it is only fair to point out that, if this line of action is pursued permanently, it will result in a lessened market for American cars and increased sales of automobiles made in Great Britain.

While in the past the South African distributor has been able to make a fair profit on his line and had the benefit of low prices and car construction particularly well suited to local conditions, these last two features have been met, to a certain extent, by British car makers during the last season or two. At the same time, American manufacturers have in some cases been rocking the boat, not only by trying to force the dealer to take cars in quantities out of proportion to the market and forcing him to sell them at an insufferably low margin, but there has been considerable interference with the local distributor's business, and arbitrary transfer of dealerships as well.

If American manufacturers care to maintain and enlarge their South African market, local distributors ought to obtain stable contracts which would enable them to line up sufficient capital and build up good will. Business connections should not be terminable except for very good and sufficient reasons, with the dealer being assured that in such a case his successor would take over car and parts stocks.

The spare parts situation involves many local factors and should be reorganized to enable the distributor to meet competition and make a fair profit. Also, prices and territorial organization should be left in his hands, as far as possible.

Activities in the Passenger Car Field

1927 CHEVROLET PLANS OUTLINED

Dealers Enthusiastic at Gatherings in Many Zones

Dallas, Texas, Feb. 22 (U. T. P. S.).—Nearly 1,500 Chevrolet dealers in Texas, Oklahoma and New Mexico who attended the regional conference of factory officials here last week returned to their places of business with more definite ideas about selling new and used cars. They went back to their homes believing they will sell 100,000 Chevrolets this year instead of 40,000 which represented the sales in 1926.

How to put used cars in best shape for resale was discussed by R. K. White, sales promotion manager of the company who used a car on the stage to illustrate his talk.

Sidney Corbett, fleet sales manager, told the dealers of Chevrolet trucks, talked of how to find prospects, told of the necessity of the dealer staying in close touch with truck owners and pleaded for satisfactory service for commercial cars as well as pleasure vehicles.

Several other representatives of the factory and regional leaders addressed the dealers. Their talks were along sales and service lines.

CINCINNATI

Cincinnati, Feb. 22.—More than 650 dealers in the Norwood and Louisville zones of the Chevrolet Motor Company, together with bankers from various sections of the territory and many Chevrolet factory heads, will gather in Cincinnati for a business conference and banquet next Friday, at which some surprises in the way of production figures and plans for spring and summer will be outlined by factory officials.

R. H. Grant, general sales manager, will head the factory group. On account of the large number of dealers and visitors expected, the conference will be held in Emery Auditorium rather than at the Chevrolet assembling plant in Norwood, as in the past. The banquet will be held Friday night at the Gibson Hotel.

750 AT ST. LOUIS

St. Louis, Mo., Feb. 22.—Seven hundred and fifty Chevrolet dealers of Missouri and Illinois attended their annual convention held in St. Louis on Friday afternoon. W. S. Knudson, president of the Chevrolet Motor Car Company, headed a large number of Detroit officials, who came here for the meeting.

Much interest was displayed in the reception of the new Chevrolet model, which R. H. Grant, vice-president of the company, said was outselling the January sale of last year by 65 per cent.

PARTY TOURS CANADA

Vancouver, B. C., Feb. 22.—Concluding a tour of Canada that began at St. John, N. B., a month ago, a party of officials of General Motors of Canada, headed by Ross Mackinnon, sales manager for the Chevrolet Company of Canada, has arrived in Vancouver for a convention of the Chevrolet dealers, salesmen and representatives in British Columbia.

Mr. Mackinnon stated that the sale of Chevrolets during January exceeded the combined total of the same month during the past four years. He added that a growth of 102 per cent. had been recorded in western Canadian sales during 1926, and expressed the confidence that a further 60 per cent. increase will be recorded this year.

Members of the party accompanying Mr. Mackinnon included E. A. Everson, assistant sales manager of the Chevrolet Company of Canada; J. A. Hall, Western manager of General Motors Acceptance Corporation; Owen Davis, Canadian manager of the General Exchange Insurance Corporation; W. M. Christian, assistant manager of the general parts and service department; C. A. Hall, field manager of the General Motors Acceptance Corporation; and O. O'Connor of the same branch; J. F. Carnworth, general parts and service department, General Motors of Canada; Clarke Ashworth, representing Campbell-Ewald Advertising Agency; W. C. Marshall, assistant manager of the fleet and commercial sales division of the Chevrolet Company; N. McIlveen and R. M. McIntyre of the Chevrolet Company of Canada's sales department.

A GOOD WILL EMBLEM.—"Presented to Teefy-Seltz Company, Inc., as an appreciation of the good will and prosperity enjoyed with them in the merchandising of Auburn automobiles, Auburn dealers, 1927." The cup with this message was presented to the Philadelphia company by its dealer organizations at a recent gathering of the group.

Community Dealer Meetings Popular

Chicago, Feb. 22.—The Chicago Automobile Trade Association reports that a year's trial in conducting meetings for community dealers has proved the popularity of the plan. The sessions are held at stated periods and have resulted in much benefit to the neighborhood tradesmen.

Recently at a meeting of the Evanston group, twenty-eight of the thirty-seven dealers in that community were represented. The North Shore suburb leads the list in attendance at 1926 meetings with a standing of 76 per cent. Oak Park is second with 63, and third were dealers comprising the southeast community dealers' group—Woodlawn, Stony Island and South Chicago—with an attendance record of 57 per cent.

The association has appointed a standing committee to further organize and promote the meetings of the community dealer group, consisting of H. A. Wehmeier, chairman; H. W. Peters and O. G. Heffinger.

VETERAN STUDEBAKER DEALER IS HONORED

Buffalo, N. Y., Feb. 22.—Samuel J. Crawford, Studebaker dealer in Warsaw, N. Y., has been presented with a watch by the Studebaker Corporation in recognition of his fifty years as a Studebaker representative. D. A. R. Erskine, now in Florida, wired the veteran Studebaker man his congratulations.

Mr. Crawford's record was recognized at the New York automobile show, when he was given a seat of honor at the annual banquet. He was similarly honored at the Buffalo banquet during its recent show.

DEALERS FORM ASSOCIATION

San Francisco, Feb. 22 (U. T. P. S.).—Organization of Sacramento's automobile dealers now is effected under the name of the Sacramento Motor Car Dealers' Association. The newly elected officers are C. M. Coffing, president; J. C. Gaughan, vice-president; Horace Arnold, J. J. Jacobs, Henry Spring, S. J. Donogh and W. J. Maunix, directors.

DEALER APPOINTED

St. Paul, Minn., Feb. 22.—The Midway Motor Company, 978 University Ave., has been appointed Chrysler dealer by the Northern Motors, Inc., distributor, and has named D. R. Foley as manager. Other officials are Horace Thompson and A. H. Cathcart.

DODGE DEALER GROUP HOLDS CONFERENCE IN DUBUQUE, IA., DISTRICT

Dubuque, Ia., Feb. 22.—One of the largest automobile dealers' gatherings to be held in this vicinity was held at the salesrooms of the Schrup Motor Car Company, Dodge Brothers car and Graham Brothers truck dealer, at 13th and Iowa Streets.

Special parts displays were arranged in the local dealer's salesrooms showing the improvements of Dodge Brothers cars covering a period of ten years.

The meeting was opened with words of welcome by Louis N. Schrup, on behalf of the entire organization of the Schrup Motor Car Company. He congratulated the attending dealers because of their co-operation in increasing the sales of Dodge Brothers motor cars and Graham Brothers trucks 65 per cent. in 1926 over 1925, in the Dubuque territory.

FORD PLANT VISITED

Milwaukee, Feb. 22.—The Ford Motor Company plant here held "open house" recently, opening its doors to all visitors. The open house period gave the public an opportunity to see how a motor plant turns out cars. Special guides were provided and schools and engineering colleges sent classes from all over the state to take advantage of this opportunity.

NAMES MOTOR SALES

Danville, Ill., Feb. 22.—The B. & M. Motor Sales Company has been appointed local distributor for the Oldsmobile, with sales and service departments at 117 North Hazel St. The territory includes Vermilion and Iroquois counties. A. B. McCollum heads the company and R. J. Biery, formerly with the Gustin Motor Car Company, will be sales manager.

Interesting Ad Lists Buyers of Sands Used Cars

Seattle, Wash., Feb. 22.—The Sands Motor Company, Studebaker distributor, has been giving the public some instructive newspaper advertisements.

A recent advertisement, for instance, carried information that is of real trade interest, although its intent was to prove that "doctor, lawyer, marchant and chief, rich man, poor man" are all buyers of good used cars and that it was a matter of "value and service, not money and pride" that determined the buying.

Among records of 1,149 used car sales during 1926, made by Sands Motors, leading classifications of buyers follow: Salesmen, 116; laborers, 62; business managers, 55; brokers, 29; clerks, 59; doctors, 24; electricians, 26; contractors, 21; engineers, 33; farmers, 31; housewives, 51; mechanics, 64; policemen, 19; teachers, 15, truck drivers and chauffeurs, 34. Three undertakers, six stenographers, ten musicians and eight artists were among other buyers.

OAKLAND CAR ARRIVES IN N. Y. FROM DETROIT

New York, Feb. 22.—On behalf of Mayor Walker, his secretary, Edward Stanton, yesterday accepted a letter from Mayor Smith of Detroit, which was carried from the automobile city in the Oakland stock car, which in six months piled up 100,000 miles. The car is now on an additional 15,000-mile tour of the country. A letter similar to Mayor Walker's was accepted by President Coolidge last Wednesday.

for Economical Transportation

CHEVROLET

Chevrolet Dealers have a closed car value that simply cannot be matched—with the Beautiful new Chevrolet Coach priced at the amazing low figure of $595!

Compared with any other closed car—*at any price*—its value is so unusual that the customer can figure it out for himself.

CHEVROLET MOTOR CO., DETROIT, MICH.
Division of General Motors Corporation

QUALITY AT LOW COST

News of the Accessories and Parts Field

MANUFACTURERS IN MILWAUKEE FIND BUSINESS GOOD

Have Recovered From January Slight Seasonal Slump

MILWAUKEE, WIS., Feb. 22.—Current conditions are entirely satisfactory in the automobile accessories field, according to manufacturers in and around Milwaukee, who report that they have recovered from the slight seasonal slump which was noticeable during the fore part of January.

Virtually all of the manufacturers in this territory anticipate a good volume of business during the coming months.

E. T. Weifham of the Gumshan Auto Products Company, 656 Muskego Ave., reports that the volume of business now being done by that company is good. At the present time this company is centering its activity on the manufacture of a new product, the name or nature of which could not be disclosed at this time, but which will be ready for the market some time in the near future.

The new year has started out fairly well, according to B. D. Zimmerman of the Milwaukee Motor Products, Inc., 754-68 30th St., who added that the year 1926 was a very successful one for his company.

E. L. Worcester, sales manager for the Fulton Company, 732 75th Ave., West Allis, manufacturer of horns, pedals and accelerators, states that business was good during 1926, and that it is expected to continue that way during the coming year.

Lee Smith, sales manager for the Briggs & Stratton Corporation, 1047 Louis Ave., is looking forward to a good volume of business during the current year, as is A. H. Zancit, of the R. W. Z. Specialty Corporation, 1310 Burnham St., who states that the present outlook is very promising.

A. W. Kaufman, of the Eclipse Timer Manufacturing Company, 2907 Meinecke Ave., reports business as being fair, while E. A. Haerttein, sales manager for the Gemco Manufacturing Company, 742 South Pierce St., and E. J. Ianda, manufacturer of the Guaranteed Rope Manufacturing Company, 2016 Walnut St., report business as being good.

PLAN $2,000,000 GARAGE, 14 STORIES, IN CHICAGO

Chicago, Feb. 22. — Glen E. Holmes, Ford dealer at 30 East Lake St., within the city's Loop, and his associates have negotiated a lease preparatory to the erection of a $2,000,000 fourteen-story garage at the northeast corner of Lake and Dearborn Streets. It is proposed to use ramps instead of elevators, and the Holmes dealership will occupy space in the new building when it is completed.

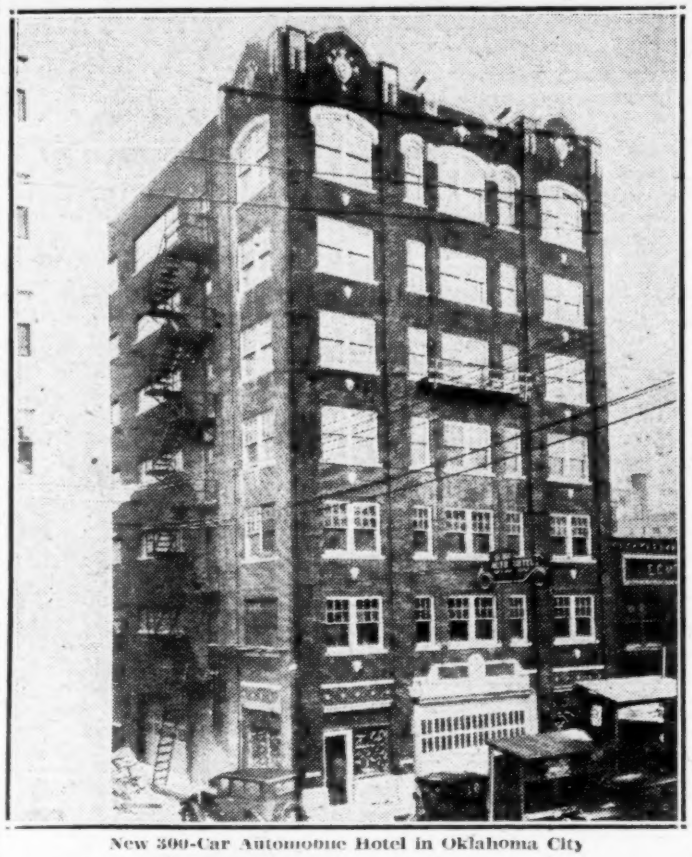
A. E. A. TO MOVE

Chicago, Feb. 22.—Commissioner William M. Webster of the Automotive Equipment Association announces that after March 1 the headquarters will be moved from the City Hall Square building to the thirty-first floor of the Pure Oil Building, 35 East Wacker Drive.

BIG BIFLEX SHOWING

Waukegan, Ill., Feb. 22.—More Biflex cushion bumpers were displayed on cars at the Chicago shows this year than any other make of bumper, according to the Biflex Corporation.

$250,000 Automobile Hotel Opens in Oklahoma City



New 300-Car Automobile Hotel in Oklahoma City

Oklahoma City, Feb. 22 (U. T. P. S.).—This city's $250,000 auto hotel, owned and managed by Oliver P. Kernodle, opened for business today, after a successful three-day automobile and radio show which attracted thousands of visitors.

The hotel will accommodate 300 automobiles at one time, is seven stories with full basement, and is of reinforced concrete, and fireproof throughout. It is located almost in the exact center of the business district and will be devoted entirely to parking and storage.

The first floor is used as the reception department. Three air-operated gasoline pumps are located near the entrance, as well as an air-operated oil fountain. On this floor there is a complete lubricating department. The building has fifteen wash racks. Two electrically controlled elevators transport cars from one floor to another.

Regular monthly patrons of the company will be furnished with specially designed etched bronze medallions to be attached to the radiators of their cars as identification marks to prevent delays in delivery.

The minimum storage charge will be thirty-five cents for the first three hours, with an increase at the rate of 5 cents an hour, up to eighteen hours. Twenty-four hour storage will be $1. The monthly day or night rate will be $15, with the privilege of removing the car as often as necessary. A special evening rate of 35 cents from 7 to 12 o'clock is announced to handle the theater crowds. The day and night storage rate combined is $25, but monthly day storage patrons will have the benefit of the evening parking at no extra charge.

"We intend to make one of the principal features the automatic service," Kernodle said. "This will be provided customers who sign authorization orders. Such a patron's car will be checked through a card system, oiled and greased regularly at mileage periods, checked for tire pressures and for the condition of its battery. This will make it possible for the driver to do nothing but drive."

Mr. Kernodle has been in the automobile business in Oklahoma for the last ten years. He came to Oklahoma City from Shamrock.

Illinois Oil Men Rap Tax Without State Referendum

By W. F. DAGON
A. D. N. Correspondent

Springfield, Ill., Feb. 22.—Members of the Illinois Petroleum Marketers' Association went on record at their convention here, opposing any legislative action regarding a gasoline tax bill unless the tax measure was referred to the people of the state for a referendum.

The action followed talks before the convention, last week, by Frank T. Sheets, chief engineer of the State Highway Department, in favor of the bill, and by Senator Lowell B. Mason of Chicago, opposing any such law.

Bert Taggart of Peoria was elected president of the association. R. T. Barbour of Dekalb was named vice-president, and G. A. Primm of Springfield was re-elected secretary-treasurer. The offices of the organization will remain here.

Directors for the coming year are Charles S. Rosenthal of Chicago; Guy R. Smith, Rockford; Herbert Beach, Lincoln; Russell Hanson, Springfield; M. C. Hill, Peoria; J. D. Bardill, Highland; C. H. Armould, Quincy; Ed Kennedy, Galesburg; William Breitweisser, Belleville; E. J. Farr, Onargo; Frank A. Muench, Carlinville, and W. T. Leverenz, Danville.

The next convention of the association will be held at Rockford in April.

Los Angeles, Feb. 22.—All members of the Southern California Tire Dealers' Association were entertained at a dinner at the Commercial Club recently.

BUDD 1926 OUTPUT WAS $41,000,000

Body Company Made 70% Gain Over 1925; Big British Order

By K. H. LANSING
(A. D. N. Correspondent)

Philadelphia, Feb. 22.—Stockholders of the Edward G. Budd Manufacturing Company at its annual meeting re-elected the retiring directors. In 1926 the company shipped approximately $41,000,000 worth of products, which was an increase of 70 per cent. over 1925, it was announced.

President Budd said business in 1926, resulting from the foreign expansion program, was fully up to expectations, among the contracts obtained being one from the Morris Cowley Company, one of the large producers of motor cars in Great Britain, for the production of its bodies for fifteen years, on a cost-plus basis.

Concerning domestic business, President Budd said that in 1926 the company procured orders from Reo and Packard for all-steel bodies, and from the Studebaker Corporation for its new Erskine car and continued its important relations with Dodge Brothers, Ford, Chandler and Jordan.

He reiterated what he had said in a statement some time ago as to the passing of the company's divident on common stock, namely, that the company hoped soon to resume those dividends.

You don't have to depend *on*

Fisherman's Luck

in selling

OAKLAND-PONTIAC

Sixes

No fishing for sales when you have Oakland and Pontiac to sell. The Oakland dealer has a body type to suit every need. And he has a price range, $825 to $1295, which enables him to operate in that section of the quality car market which produces a greater volume than all the rest combined.

If you have been fishing for sales, write for full information regarding the Double-Profit Franchise. Write Department "G" and do it today! *Priority of application counts.*

OAKLAND MOTOR CAR COMPANY, PONTIAC, MICH.

OAKLAND-PONTIAC

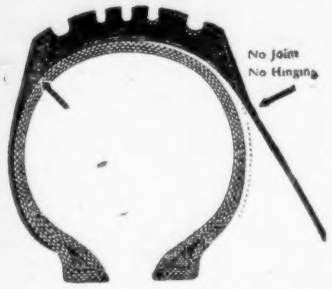
Double-Profit

Franchise

New Automotive Equipment

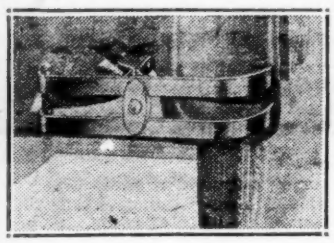
This department is devoted to the newest developments in automobile accessories, replacement parts and shop equipment. Its columns are open to manufacturers, who are invited to submit descriptions and illustrations of their latest products.

ONE-PIECE TREAD AND SIDEWALL TIRE



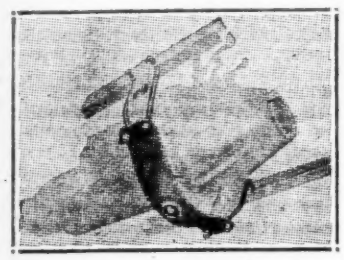
The new balloon tire just announced by the Miller Rubber Company, Akron, O., consists of a one-piece tread and sidewall, with a flat shape tread that is stated to give about 38 per cent. more surface than round-tread types. Tread and sidewall are built as a unit; the sidewall extends over the entire surface to the bead, so that the seam joining tread and sidewall has been eliminated. The road shape tread, with its flattened surface to take the shape under light loads, which the tire assumes under heavier loads, is a feature of the new Miller product. Elimination of spotty wear increases tire life, and internal heat is reduced through uniflex cord construction.

BUMP-IT FENDER PROTECTORS



A line of strong nickel-plated steel fender protectors for Fords as well as other light cars is made by the Moore Manufacturing Company. Not only are these products substantially designed and finished to improve the appearance of the cars, but they are made so as to be installed readily in a very short time and hence at a minimum labor cost.

SHOCK-ABSORBING SUPPORT FOR FORD ENGINES



The Victory Motor Support, manufactured by the Simonsen Iron Works, Sioux Rapids, Ia., is designed to prevent broken crankcase arms by reducing vibration, absorbing road shocks and strengthening engine and transmission suspension of Ford cars. For repairing broken crank case arms, the Victory support may be used, being installed simply by means of a monkey wrench, without the necessity of drilling holes. It is made substantially of steel.

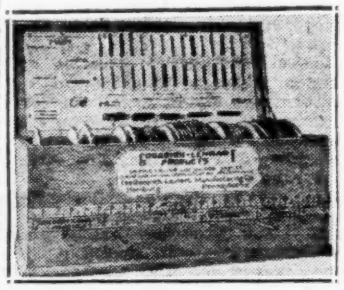
NEW FACTORY

Vancouver, B. C., Feb. 22.—The McAllister Spring Company, Ltd., formerly of 1132 Richards St., is now getting settled down in its new factory at 1164 Seymour St. The new plant is one of the finest equipped automobile spring factories on the Pacific Coast.

MORRISON ELECTRIC SERVICE JACK

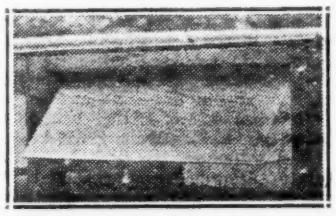
An electrically operated heavy-duty jack for big trucks and buses is manufactured by the Morrison Jack Company, Park and Patterson Streets, Alliance, O. The makers state this to be the only electric line of jacks on the market at present. The "Tug" type, illustrated, has a high-speed universal motor operating on A. C. as well as D. C. current, forty feet of Flex-O-Cord and a two-part plug at each end, protected by safety handle and plug protector. The diamond-pointed contact cup has ball-and-socket mounting and is constructed so as to compensate for the radial motion of the lifting arm. A switch automatically reverses the jack's action when it has traveled its maximum in either direction, and a hand-operated switch provides for stopping and locking it at any moment.

SALES COUNTER CABLE KIT



The Goodrich-Lenhart Manufacturing Company, Hamburg, Pa., has brought out a sales help for dealers in the form of a display kit containing the six most popular numbers of starting, ignition and lighting cables, which are carried on reels, handy for customer's inspection and for immediate sales. This dealer's help is supplied free to retailers ordering a representative stock of G-L cable.

CAR WINDOW SUNSHADE AND CURTAIN



The Kozy Klosure Manufacturing Company, Inc., 416-418 Sedgewick Building, Wichita, Kan., makes the Adjusto automobile shade, which is easily mountable on the inside of a car window. It consists of a roller curtain, which, when installed, may not only be raised or lowered quickly, but may be opened outward through the window frame, as above shown.

STEWART BROS. PAINT CO. TO ERECT VARNISH PLANT

Alliance, O., Feb. 22.—The Stewart Brothers' Paint Company of Alliance, maker of several brands of automobile paints, has ended the busiest year in its history, the stockholders were told here. Approval was given plans for the erection of a varnish plant as an addition to the Alliance factory. J. S. Stewart was re-elected as president and W. C. Stewart, secretary-treasurer.

Big Expansion in 1927 Is National Lead Battery Plan

By FRED H. STRONG
A. D. N. Correspondent

St. Paul, Minn., Feb. 22.—The National Lead Battery Company and its subsidiary corporations have laid plans for the heaviest expansion program in their history in the belief that 1927 holds more promise to the automotive and allied industries than any year in the past, according to Lytton J. Shields, president.

At its headquarters factory in St. Paul and its branch factories at Chicago, Kansas City, Los Angeles and Cincinnati, the company will produce in 1927 a scheduled 750,000 batteries. Production in 1926 was 650,000. In 1922 production was 65,000.

The production schedule of the American Container Corporation, battery box manufacturing subsidiary located in St. Paul, calls for 1,000,000 boxes this year. The surplus will be sold to other battery companies. In addition, a branch factory is to be built, probably in New York, where construction of a branch battery factory is scheduled.

The schedule of the American Products Company, St. Paul, subsidiary which manufactures the cedar veneer separator sheets for batteries, calls for a 20 per cent. increase over last year.

The production schedule of the Midwest Metals Company, Kansas City, which turns out the lead ingots for the battery making plants, is based on the increased production schedule of the battery plants proper.

"One of the greatest opportunities faced by the automotive industry is the increasing prospect for good foreign business," Mr. Shields said. "Consumption of automobiles and accessories in countries other than the United States averages far below what it can be and what it will be within a few years.

"This export field has so expanded in the last several years that the National Lead Battery Company was required to establish distributorships in various South African states, Australia, South American states, China, the Philippine Islands, Central American states and Mexico. This business shows a constant increase and in future years will provide the American motor car industry with its field of greatest expansion."

FLAPPER MECHANICS—To avoid having to get out and walk when their cars break down, high school girls in Washington, D. C., are learning the intricacies of automobile engine operation and repair. This photograph shows a group of the girls doing a lesson.

(P. & A. Photo).

LAHER ADDS SHOCK ABSORBER TO LINES

Seattle, Wash., Feb. 22.—F. J. Laher, head of Laher Auto Spring Company of Oakland and all leading Western cities, was here last week conferring with officials of his local company.

Mr. Laher has just added the Laher Equalizer to his lines, this being a shock absorber device which he himself patented. The Laher trunk carrier and Laher trunks are other new lines recently added.

"We anticipate good business in bumpers and springs," he said, "but believe that the tourist season will make our new lines leaders

MORE PROFIT PER SALE

The improvements and refinements in the Improved Star Fours and Sixes exhibited at the National Shows, offer additional evidence of a firm intention to make Star Cars the world's greatest values

AGAIN IMPROVED

Low-cost Transportation

Star Cars

Improved Four and Six

DURANT MOTORS, Inc. General Sales Dept., Elizabeth, N.J.

Dealer Activities

HUDSON-ESSEX DEALERSHIP IN CHICAGO SOLD

Chicago, Feb. 22.—The Inland Auto Sales, Hudson-Essex dealership, has just been purchased by Fred W. Patterson, president of the Ajax Auto Company. The company will continue the Hudson-Essex line in the same territory. There will be no change in the Inland name. The two companies, although under the same ownership, will operate as separate units, with sales and service departments at different locations.

TAKE OVER HUDSON-ESSEX SALES IN GREENVILLE, S. C.

Greenville, S. C., Feb. 22.—Edmund D. Cody and E. Godfrey Webster, prominent business men of this city, have just organized the Hudson-Essex Company of Greenville, Inc., and have taken over the dealership in this territory for Hudson and Essex cars. J. B. Luellen, who has successfully managed the dealership here for several years, will remain as active manager, and both Mr. Cody and Mr. Webster will give their full time to the business, it was announced.

SELLS INTEREST IN FORD FIRM AT ASHLAND, KY.

Ashland, Ky., Feb. 22 (U. T. P. S.).—The announcement is made that C. B. Bennett has sold his interest in the Bennett-Moore Ford Company, here, to C. M. Moore, who takes charge of the company. Mr. Bennett remains in sole charge of the Ford dealerships at Russell and Greenup, Ky.

TAKES OVER CHEVROLET FIRM AT COLUMBIA, TENN.

Columbia, Tenn., Feb. 22.—The Ridley Motor Company has taken over the Chevrolet dealership and garage of the Dill Motor Company, the transaction to become effective March 1. Thomas Ridley becomes manager of the new firm. This is a large firm, having several dealers under it. Others to be connected with the concern are J. A. Ridley and G. S. Ridley of Murfreesboro, Tenn., and J. F. Boyd and T. Franklin Boyd of Shelbyville, Tenn.

Obituary Notes

F. F. BLANDIN

Racine, Wis., Feb. 22.—Frederick Franklin Blandin, 64 years old, well known manufacturer and inventor, died here after a long illness. In 1901 Mr. Blandin and G. W. Jagers organized the Racine Novelty Company, which was later destroyed by fire. In 1902 the firm changed its name to the Racine Manufacturing Company, which produced bodies for thirty-two automobile concerns in the country. After retiring as president and manager of the company in 1912, Mr. Blandin invented, the year following, a machine to manufacture carbon remover tablets.

Fire Losses

$100,000 PLANT BLAZE

Fresno, Cal., Feb. 22.—Fire has destroyed the plant of the Valley Radiator and Body Works here, causing damage estimated at $100,000. More than a score of new cars, in the plant awaiting retouching before going on sales floors, were completely destroyed.

TOMORROW YOU'LL WISH YOU HAD THE AUBURN FRANCHISE

Last year, the most competitive in the history of the industry,—Auburn doubled its production,—and doubled its sales volume,—and increased the number of cars per dealer,

—and increased profits for dealers. Auburn, the fastest growing automobile company, has a running start ahead of the others for 1927.

Volume is up—prices down—Now is the time to become an Auburn Dealer.

E. L. Cord

6-66 Roadster *120-in. wheelbase* $1095	6-66 Sport Sedan *120-in. wheelbase* $1195	6-66 Sedan *120-in. wheelbase* $1295	6-77 Roadster *125-in. wheelbase* $1395	6-77 Sport Sedan *125-in. wheelbase* $1495
6-77 Sedan *125-in. wheelbase* $1595	8-88 Roadster *130-in. wheelbase* $1995	8-88 Sport Sedan *130-in. wheelbase* $2095	8-88 Sedan *130-in. wheelbase* $2195	8-88 7 Passenger Sedan *147-in. wheelbase* $2595

Freight, tax and equipment extra

AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA

AUBURN

The Car Itself is the Answer

Incorporations

NEW YORK

Albany, Feb. 22.—New automotive concerns which have just been granted incorporation charters by the secretary of state are:—

Appian Transport Company, Inc., Manhattan, $10,000; trucking, express, etc.; William C. Levy, 1680 Croton Parkway; Otto C. Schreter, 29 Broadway; Annette Freeman, 2708 Holland Ave., Manhattan.

O'Dell Motor Company, Inc., Binghamton, $15,000; motors, engines, machines, etc.; Leo M. Nopper, 67 Bennet Ave., Binghamton; Emerett M. O'Dell, Hobart, N. Y.; Elmer J. Meloche, 2 Allen Dale Road, Binghamton.

Self-Raising Auto Jack Corporation, Brooklyn, $5,000; motor vehicles and self-raising auto jacks; Joseph A. Frumkin and Nathan Frumkin, 1791 East 2d St., Brooklyn; Hannah Hirschhorn, 109 East 4th St., Manhattan.

Lamberg Garage, Inc., Cedarhurst, 100 shares no par value; automobiles, gasoline, etc.; Gustav and Anna Lamberg, Sheridan Boulevard, Inwood, N. Y., and Thomas M. Roche, 1927 Mott Ave., Far Rockaway.

Howell-Trieber Company, Inc., Brooklyn, $30,000; automobile parts, hardware, construction of bodies for automobiles, etc.; Frederick H. and Mary Howell, Bayside, Queens, and Peter J. Trieber, 97 Chauncey St., Brooklyn.

Hendrickson Motor Company, Inc., Albany, $155,000; automobiles, accessories, etc.; Frederick W. Hendrickson, 721 Western Ave.; Henry J. Crawford and Eugene J. Hummer, 128 State St., Albany.

Redirected Light Corporation of America, Syracuse, $100,000; manufacture all kinds of headlights for motor vehicles; Edward J. Whalen, Archie G. Palmer, 600 James St., and Edward F. Noxon, 115 Erie St., Syracuse.

Dyett Auto Products Corporation, Little Falls, 1,000 shares preferred stock $100 par value and 1,500 shares common stock no par value; motor vehicles, accessories, etc.; James H. Dyett, Ilion; Gordon D. Little, 47 Alexander St., and Peter B. McGaghey, 559 East Gansevoort St., Little Falls.

Caledonia Garage, Inc., Manhattan, $25,000; garage business; Harold E. Scharlin, 3647 Broadway; Leo Harris, 1162 East 27th St., Manhattan; Arthur G. Baumgartner, 53 Charles Place, Elmhurst, Queens county.

Lewmor Trucking Corporation, Manhattan, $5,000; general trucking; Morris R. Morrison, 30 Buchanan Place; Jacob Newman, 1730 Monroe Ave., The Bronx, and Isaac Bass, 77 Stagg St., Brooklyn.

New York Patch and Tire Company, Inc., Manhattan, $10,000; real estate, automobiles, accessories, etc.; Bertha, Minnie and Harry Frankel, 1121 1st Ave., Manhattan.

Bert Wilde, Inc., Kingston, $10,000; automobile acessories, etc.; Bertram G. and Esther Wilde, 16 Kent St.; A. E. Oliver, 206 Central Ave., Albany.

Port of Albany Stevedoring Corporation, Albany, 200 shares no par value; loading and unloading boats, baggage and freight transfer; Donald G. Kibbey, 25 Ramsey Court; George T. Russell, 100 State St., Albany, and Mary F. Vanderbilt, 241 6th Ave., Troy.

Broadway Tire Service Corporation, Albany, $25,000; automobile tires, accessories, etc.; Simon S. Liebman and Mae T. Liebman, 80 Warren St.; Hugo Seckendorf, 169 2d Ave., Albany.

Basso Trucking Company, Inc., Brooklyn, $15,000; general trucking; Sol Levine, 214 Madison St.; Louis Levine, 277 Broadway, Samuel Strier, 291 Broadway, Manhattan.

S. & B. Stables, Inc., Manhattan, $10,000; general trucking and express business; Louis Butensky, 321 Montgomery St.; Samuel Soffern, 583 Bedford Ave., and Max Sheinart, 1447 East 17th St., Brooklyn.

Associated Tours, Inc., Manhattan, $50,000; promote travel tours; William O. Robertson, John I. Robinson, Roman Rock, 128 Broadway, Manhattan.

J. Goodman Builder, Inc., Brooklyn, $3,000; realty, garage, etc.; Abraham Dolinsky, 81 Essex St.; Isidore Shapiro, 654 West 161st St.; Alexander Bernardik, 66 Fort Washington Ave., Manhattan.

Sawyer & Lobaugh, Inc., town of Pavilion, Wyoming county, 1,000 shares preferred stock, $100 par value; 100 common, no par value; prospecting for and manufacturing and distributing petroleums and other oils and products; Wallace E. Sawyer, Bolivia, N. Y.; W. Herbert Lobaugh, Pavilion, N. Y.; Charles A. Graham, Warsaw, N. Y.

K. H. Radio Laboratories, Inc., Bronx, $5,000; manufacturing radio and automobile apparatus; T. F. Tormey, 98 Java St.; Esther Herrman, 5411 Fort Hamilton Parkway, Brooklyn; L. M. Corcoran, 75 Barker St., West New Brighton.

Wm. A. Wilding, Inc., Harrison, Westchester county, $5,000 real estate, deal in automobiles, etc.; William A. Wilding, Charlotte M. Ide and Julia Zeller, Harrison, N. Y.

Increase in Shares of Stock

Ajax Rubber Company, Inc., Millbrook, 500,000 shares common stock no par value, increased to 1,000,000 shares common stock no par value.

Wagensell Motor Car Company, Inc., Brooklyn, from $10,000 to $50,000.

Name Change

Bedford-Jordan Corporation to Kings County Sales Corporation, Brooklyn.

NEW JERSEY

Trenton, Feb. 22.—The following automotive concerns have been incorporated here:—

Cumberland Automobile Company, Bridgeton, automobiles; 1,000 shares no par; Edward M. Latimar, J. Meade Landis and Douglas V. Aitken.

Diener-Schwartz Motor Company, Inc., Camden, $50,000; automobiles; William A. Diener, Mattison C. Schwartz and Robert J. Tait-Paul.

Acme Automotive and Battery Service Company, Camden, $50,000; Julian Gazdinski, Marie J. Rowe and John Nowyck.

Standard Garage, Irvington, $100,000; John B. Mury, Daniel M. Tittenelli.

Rabestos Brake Service Company, Inc., Newark, $125,000; William F. Wiederspahn, Carolyn Wiederspahn and Frederick M. Samuels.

Halsey Auto Sales Company, Inc., Jersey City, 100 shares no par; automobiles; Charles V. Halsey, Philip J. Clark and Frank M. Reilly.

Blasdel & Co., Trenton, automobiles; 1,500 shares no par value; Clinton C. Blasdel, Nettie L. Blasdel and Harold D. Mears.

Marks Electric Battery Service Company, Camden, $25,000; batteries; Edward F. Hodges, Thomas F. Salter and Walter B. Wilkins.

E. B. S. Trucking Company, Inc., Union City, trucking; $10,000; William Schrieber, Carl L. Eickman and John J. Burke.

New York City and Orange County Express Company; North Bergen, $10,000; Charles H. Moldenhauer, Gustave Moldenhauer and Mary Moldenhauer.

Joseph McNally, Inc., taxicabs; Jersey City, $125,000; James Kearney.

Atlantic Oldsmobile Company, Atlantic City, automobiles, $100,000; Leo F. Washington.

Peerless-Englewood Company, Englewood; automobiles; $50,000; Lee S. Carney.

Yellow Cab Company, Passaic; taxicabs; $25,000; Weinberger & Weinberber.

Weehawken Transportation Company; transportation; $125,000; Carrick & Wertendyke.

Chapman Chevrolet Company, Cliffside Park; automobiles; $125,000; Abram L. Bluestein.

Frenchtown Supply Company, Frenchtown; gasoline; 500 shares no par value; Harlan Besson.

The Union Service Station, Inc.; Glen Rock, garage; 100 shares, no par; Victor M. Wellman.

In the Tire, Truck and Auto Bus Field

British Makers to Study Motor Needs of Dominions

MONTREAL, Feb. 22.—An amportant step towards the further development of the British motor car industry in the lucrative markets of Australia, New Zealand and South Africa has been decided upon by the Society of Motor Manufacturers and Traders, Ltd., of Great Britain.

Early in March a delegation from that body, which fully represents the interests of the British car-manufacturer, will carry out exhaustive inquiries regarding the motoring requirements of the countries named.

The decision is a direct sequel to the recent visit of the Dominion premiers to England, and their inspection of the motor show at Olympia, Kensington, London, in the autumn.

Mr. Bruce, the Australian prime minister, then told British makers that, while they were now building motor cars more suitable to the needs of Australia, they still had a great deal to learn in such matters as track and ground clearance. He suggested that the best way to discover what Australia requires would be to go and see for themselves.

The delegation will consist of Major Sir A. Boyd-Carpenter, M. P. for Coventry; Alan R. Fenn, who will act as technical adviser, and Lieut.-Col. A. Hacking, secretary of the Society of Motor Manufacturers and Traders.

"We are going to visit every state in Australia," Col. Hacking said. "Cars are run under far more severe conditions in the dominions than in this country, and we shall make a close study of these conditions.

"It is possible that the Society of Motor Manufacturers and Traders may open a permanent office in one o rall of these countries to keep manufacturers in touch with all the latest developments.

During the past four years our car exports have increased appreciably, as the following table shows:—

1923	6,259
1924	15,596
1925	29,041
1926	33,237

Britain, however, is still a long way behind her rivals in the development of Dominion markets. The delegates are expected to return to England in August.

Philadelphia Bus Men Oppose Bill

Philadelphia, Feb. 22.—The Association of Motorbus Owners of Philadelphia and Vicinity, through its attorney, Harold S. Shertz of this city, is fighting against the passage of the Reed-Bachrach bill, which would give Federal sanction to joint regulation of passenger buses traveling over the Philadelphia-Camden Bridge by the Public Service Commission of Pennsylvania and the Public Utilities Commission of New Jersey. Similarly, the measure would place regulation of passenger bus traffic in the Hudson River vehicular tunnel with the New Jersey and New York commissions.

It would not, however, affect interstate bus transportation by ferry or at points where neither bridge nor ferry is used. The Association of Motorbus Owners maintains that the passage of the bill would give the Philadelphia Rapid Transit Company and the Public Service Corporation of New Jersey, which also conducts bus lines, a virtual monopoly on bus transportation over the bridge, and that this has been the object of the measure all along. The bill is put forward as a "stop-gap" pending congressional enactment of a general motorbus regulation bill.

RAIL OFFICIAL APPROVES BUSES

Subsidiary of Eastern Road Gives Needed Service

Buffalo, N. Y., Feb. 22.—One of the first large railroad systems in the United States to combine motor coach transportation with steam railroad service, the success of the New York, New Haven & Hartford lines in improving transportation in the large territory covered by these lines has been watched with great interest on the part of the general public and particularly transportation experts.

In a statement given to the Massachusetts department of public utilities, a high official of the railroad reported that motor buses were successfully performing important functions in co-ordinating with rail service and providing more efficient transportation in the territory served by the railroad.

The first function was acting as an extension of and in connection with rail service, making connections with important trains. The second function was paralleling and acting as feeders to rail service, thus enabling the rail service to be scheduled more rapidly and in consequence making it more attractive to the public. The third was filling of rail schedule intermissions, where highway operation is justified, but where passenger traffic is too light or freight switching too heavy to justify gas rail cars.

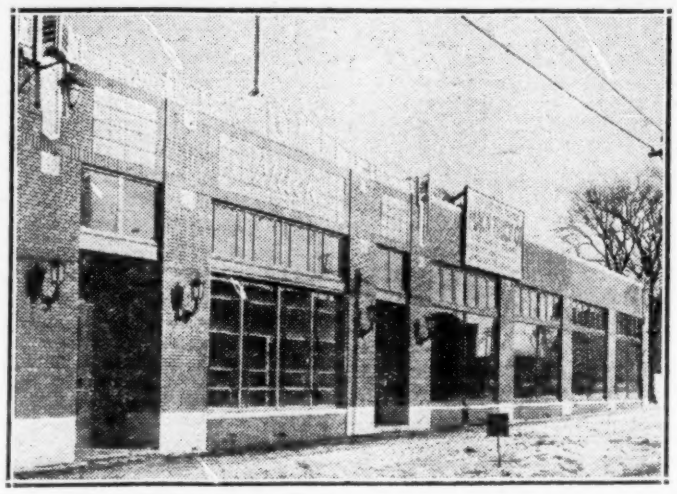
That the New York, New Haven & Hartford, through its subsidiary company, the New England Transportation Company, is successfully combining its motor coach and rail service, is revealed in figures given to J. M. Firman, Pierce-Arrow bus sales manager.

The New England Transportation Company, during the past year, with thirty Pierce-Arrow buses covered over a million miles. During this time over 600,000 passengers were carried. These buses were used on interurban runs, ranging in distance from fifteen to forty-five miles. Operating seventeen hours out of every twenty-four, the Pierce-Arrow buses, equipped with luxurious bodies specially made for this type of work, provided quick, dependable transportation for passengers and co-ordinated perfectly with rail schedules.

PHOENIX TIRE MARKET TO HANDLE AJAX LINE

Denver, Col., Feb. 22.—Ajax tires have a new home in Phoenix, Ariz. Appointment of the Phoenix Tire Market, owned and operated by Thomas & Knappenberger, manager, as wholesale and retail distributor, was announced last week by District Manager Booth of the Ajax Tire and Rubber Company, and the location will be at 325 North Central Ave. The new connection will give the Ajax line a sales and service depot in the heart of Phoenix. The Phoenix Tire Market announces the installation of additional equipment to facilitate service.

MACK TRUCK BRANCH.—The new $750,000 Mack Building at St. Paul, Minn., which was opened recently, is shown below. J. A. Bell is district manager and William M. Whiteford is branch manager of the company, which is headquarters for the eight states of the North Central division. It is the largest truck and sales service quarters in the Middle West.



MASONS ON LINCOLNS

Kent, O., Feb. 22.—John H. Diehl, vice-president, in charge of manufacturers' sales, the Mason Tire and Rubber Company, reveals the fact that he has recently completed an arrangement with the Lincoln Motor Company whereby Mason Hylastic tires will be used as original equipment on a sizable proportion of all Lincoln cars. These tires have been adopted as equipment by the Lincoln Motor Company after exhaustive tests.

MORE CHAIN STORES

Oakland, Cal., Feb. 22.—The Credit Tire Company, operating a chain of credit tire stores in Oakland, San Francisco, Sacramento, Portland and Los Angeles, is planning, as a result of its big business in the past year, to open several new stores immediately. The first of these new stores will be opened on San Pablo Avenue of this city, the fifth store in Oakland. This company sells Hood tires on the credit plan exclusively.

Taxi Operators of Five States Meet In K. C. Conference

Kansas City, Feb. 22.—A meeting of taxicab owners and operators of Missouri, Arkansas, Kansas, Oklahoma and the Texas Panhandle has just closed here. The meeting, called by H. A. Prussing, Chicago, was for the purpose of outlining a plan to co-ordinate the effort and standard of the taxicab business. The principal speaker at the meeting was P. L. Emerson, president of the Yellow Cab Manufacturing Company.

Mr. Emerson, who formerly was a salesman in Kansas City for the John Deere Plow Company, discussed "The Future of the Taxicab." Mr. Emerson told the men at the meeting that taxicab drivers should be more than drivers—that they should be salesmen of taxicab service and boosters for their city.

"The taxi man is the first to greet a stranger on his arrival in a city," Mr. Emerson said. "If he would offer a welcome and friendly greeting to the city along with polite offer of service, it would help the city and the taxicab business."

John King, internationally known transportation engineer, spoke on the "Business Principles of Taxicab Operation." Dale Harmon, manager of the Yellow Cab Company here, spoke on "Taxicab Operation in a Big City."

TYSON NEW DEALER

Flint, Mich., Feb. 22.—George C. Tyson, who has been manager of the Chevrolet factory parts department, has been appointed Chevrolet dealer for Otisville, Mich.

ENGINEERING LEADERSHIP IN EVERY PRICE CLASS

A CAR for every prospect—no matter in what price class he wants to buy. Only the Willys-Overland line offers dealers the unlimited opportunities of *complete* market coverage.

Get complete franchise details. Sales Department, Willys-Overland, Inc., Toledo, Ohio. Willys-Overland Sales Co., Ltd., Toronto, Canada.

Willys-Overland
FINE MOTOR CARS

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

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Chevrolet Production

RECENT figures announced in the Automotive Daily News covering Chevrolet production for January, 1927, show that this organization manufactured 73,676 units during the month. Schedules for February call for a total of 84,000 units. If this rate of production is carried through, it will break the best previous record by a considerable number of units. During the month of September, 1926, Chevrolet built 81,158 cars, which at the moment is the company's record.

In considering these figures it must be remembered that the first half of January was an extremely soft spot in motor car manufacture. Practically all companies fell off in production. Then came the shows with their unmistakable indication of public interest and the manufacturing rate leaped upward. So it is fair to assume that January will be no better and probably worse than the average month for the year. If this is so, Chevrolet production in 1927 will be very close to 900,000 units.

On the other hand, give just a slight impetus to sales and Chevrolet will complete the 1,000,000 schedule, which has been suggested for the company, though not by company officials themselves, due probably to their native modesty.

On the other hand, impressive as this total is, the real "kick" in these Chevrolet figures is to be found in a comparison with similar statistics for the past two years. For instance, January, 1926, production was more than 30,000 units under the 73,676 registered this year. And the January, 1926, record was almost triple that of the first month in 1925.

Offhand, we do not know of another record of production expansion that is quite so impressive as this.

Please, Congress!

CONGRESS has some ten working days left before adjournment. Any day during the ten it might pass the deficiency appropriation bill, which provides for a refund of $30,000,000 in taxes illegally collected on the sale of automobile parts and accessories.

This bill has passed both houses, but is sticking in conference committee, where senators and congressmen are unable to agree on the matter of demanding a bond from the manufacturers before taxes which they illegally have been compelled to pay. House members want the bond and the senators believe that it is unnecessary.

Not having a legislative mind, it would appear to us that the fact that the taxes had been collected illegally would render the filing of a bond superfluous.

Would it be lese majeste to suggest that perhaps the logical method of handling the matter would be to have the United States taxing authorities file a bond not to collect any more illegal taxes? We offer this to the battling members of the conference committee as a possible ground of compromise.

After all these years a new Ford joke has found its way into circulation. We didn't think there could be one. This one runs to the effect that they are going to put beards on all the new Fords. If the hearer has a humane and philanthropical bent of mind, he asks "Why?" And the answer is, "To make them look like Lincolns."

Here and There in the Trade Headlines—by MacConachie

The Automotive Forum

THE AUTOMOTIVE DAILY NEWS is glad to receive letters from its readers on topics of interest to the trade. We shall be glad to publish such letters as seem to have general interest. Obviously the Automotive Daily News must disclaim responsibility for views expressed by its readers. Readers of the Automotive Daily News—this is YOUR DEPARTMENT. Use it in discussion of your problems, without fear or favor.

COMPULSORY INSURANCE

Editor, Automotive Daily News:

It begins to look as though compulsory insurance would become general in this country. And, after all, there is no reason why the operator of a car should not be covered against the contingency of injury or damage he may cause by his negligence. It goes without saying that the person who can afford to buy a car for cash or on time can also afford to purchase a reasonable amount of liability insurance, on time, if necessary, just as he now takes fire and theft protection through the dealer who sells him the car.

But—there are a few points that the trade and the motoring public should make clear to the boys that make the laws.

Firse, the required liability coverage should be a reasonable minimum, based on thoroughly exact figures obtained from accident statistics in a car owner's town, county and state.

Second, it should be clearly understood that compliance with the compulsory liability insurance act should protect the car owner against further action on the part of the victim, so as to prevent auto accident damages from developing into a flourishing industry, something like the divorce and alimony game.

Third, the burden of proof for responsibility in any accident should be divided fifty-fifty between driver and victim, which is the only equitable course in any civil action. It's time that the mere facts of car ownership and operation should no longer be looked at as indications of criminality.

Fourth, the claims of the party entitled to damages should be limited by his actually determinable loss sustained.

Unless this compulsory insurance legislation is taken up in a reasonable and sensible manner, it will merely produce another widespread field of illegal activity just as the Eighteenth Amendment has given us the blessings of bootleggery.

J. McCONNELL.
Brooklyn, N. Y.

BUSES AND TROLLEYS

Editor Automotive Daily News:—

I was very much interested in your summary of remarks of R. N. Graham's paper read at the S. A. E. in New York the other day. I was surprised to find the suggestion in the report, however, that except in special limited fields, buses do not compare favorably with trolley cars in financial results.

From your report it appears that the margin between operating cost and revenue per mile is 4.22 cents for cars and 8.67 cents for buses in Youngstown. This in itself would seem a considerable commercial argument in favor of the bus.

Another factor should be emphasized when comparing street car and bus costs and profits. The cost of tracks for street cars, as far as depreciation and repairs go, may be not excessive, but their first cost is pretty well worth considering. In other words, the organization of a good street car service, on a line where it does not exist as yet, would probably make trolley operating cost compare very unfavorably with bus figures.

An important item that is usually not considered in dollars and cents terms is the superior flexibility of the bus service. Public passenger carriers have to use those streets where traffic is at its heaviest. Accordingly, repairs are most frequently necessary on the streets where there is the principal travel. At times of repair work, buses may be deflected through the next parallel street at a moment's notice, but street cars are limited by their tracks, to the discomfort of passengers and with consequent delay of the repair operations.

The best proof of bus superiority, in point of commercial efficiency and profitability, seems to be the fact that where new passenger-transit lines have to be provided, the chances are ten to one that the corporations will choose buses in preference to street-car operation.

H. SNYDER.
Canton, O.

DULUTH DEALERS HOLD INDIVIDUAL EXHIBITS

Duluth, Minn., Feb. 22.—The recent automobile shows of New York and Chicago are being duplicated in a small way in Duluth this week, where local auto dealers will hold individual shows in their showrooms. Display salons have been decorated and full lines of the 1927 models placed on the floors.

The individual shows, taking the place of former exhibitions here, will allow spectators to make a more minute and personal inspection of the "under-the-hood" features of the new machines than is possible at the big joint motor fairs, dealers declare.

JAMESTOWN DEALERS FORM ASSOCIATION

Jamestown, N. D., Feb. 22.—Local dealers have formed the Jamestown Automobile and Automobile Accessory Dealers' Association, the purpose of which is to promote friendly co-operation among the dealers, to co-operate in buying and to determine hours.

Officers are Roland Cruden, president; H. W. Lyons, vice-president, and Mr. Bernard, treasurer.

The association will endeavor to obtain regulations against parking cars on streets to apply to Jamestown, Bismarck and Valley City as a precautionary measure to prevent confusion and trouble in case of fire.

CAR SALES IN SEATTLE GAIN

January Business 28% Ahead of Same Month in 1926

By D. M. TREPP,
A. D. N. Correspondent

Seattle, Wash., Feb. 22.—Those who figured new car sales for a slump during 1927 are getting a jolt thus far this year in the Northwest. Official figures show an increase of over 28 per cent. in new car registrations in Washington during January, 1927, over January, 1926, the exact figures being 2,984 a year ago and 3,824 this year, a gain of 840.

In King county (Seattle) official figures obtained for the first twelve business days from the Motor List Company in February show 472 new car registrations, or an average of 39 a day. This is a good increase over February, 1925, when the first twelve days found the total 407, or an approximate average of 33 per day.

It is well to recall that 1925 started off conservatively and sales were slow, but gradually gained, and reached the climax during the early spring months, when the urge to the open road lures. If increases will continue, although it is well to be cautious in forecasts, a new record will be set up this year.

Ford again was safely ahead by a big margin, with 1,029, and Chevrolet was in second place with 627. However, Ford fell below December, 1926, while Chevrolet gained. The total of all makes for December was 4,018. Those that gained during January over the previous month follow:—

Essex, 234 in January to 177 in December; Hudson, 125 in January to 91; Overland - Whippet, from 181 to 186; Paige, from 15 to 45; Star, from 140 to 155; Willys-Knight, from 104 to 105; Reo, from 4 to 7; Moon, from 9 to 13, and Studebaker, from 144 to 147.

King county led the state, as usual, with 1,101 sales in January this year compared to 859 in 1926, which maintains the percentage average approximately for the entire state. Spokane county sales fell off, due to the cold weather and snow, while Pierce forged into second place, with 358 to 273 for Spokane.

Reports from the Olympic Peninsula are that business conditions are good and the outlook promising for sales in the spring. Crop conditions are good in eastern and central Washington, now tied up with snow, but because of this very snow that now is interfering with traffic, winter wheat is being kept from freezing and abundant moisture is assured for crops this spring. Yakima Valley is assured storage water for irrigation, where last year there was a shortage.

With much building in progress in Seattle, although general business is quiet, every one is looking forward hopefully to the coming months.

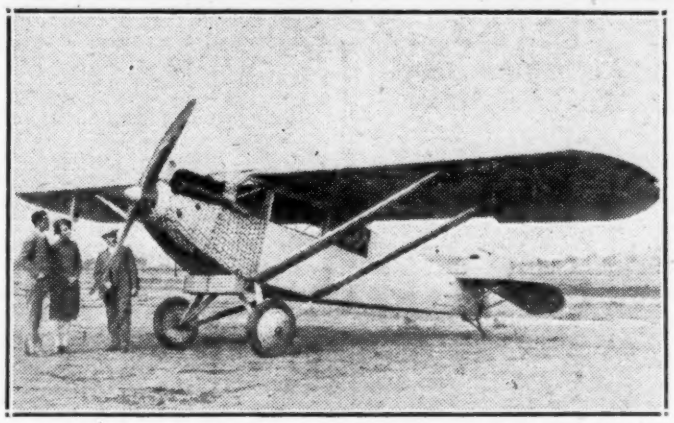
LYNN SHAW SPEAKER AT CHARLOTTE A. M. A. MEET

Charlotte, N. C., Feb. 22.—Lynn Shaw, assistant manager of the National Automobile Dealers' Association, was the principal speaker at a recent meeting of the Charlotte Automotive Merchants' Association. Mr. Shaw stressed the necessity for dealers using more care in putting used cars on the market and spoke of general conditions through the South.

ADDS SALESMEN

Hartford, Conn., Feb. 22.—The Mohen & Amidon Sales Corporation, associate dealer in Hudson, Essex and Hupmobile cars, is determined to move more cars than last year by a wide margin and with that end in view put on extra salesmen, who, in turn, were to provide their own selling forces. After a month's trial the scheme has proved to be prolific in results.

RYAN BROUGHAM—First limousine of the air, designed especially for the tired business man, built and successfully tested by the Ryan Airline of San Diego, Cal. It is a monoplane type with a wingspread of 36 feet, equipped with a Wright E-2 190 h. p. motor, with a speed of 136 miles per hour. Claude M. Ryan is shown with visitors inspecting the plane.



(P. & A. Photo).

Willys-Overland Dealers Busy in St. Louis District

St. Louis, Mo., Feb. 22.—With the nine Willys-Overland dealers here co-operating in the preparing and handling of the display of Willys-Knight and Whippet cars at the annual automobile show, which opened yesterday, all of them are also holding advance spring showings of the new 1927 models in their own salesrooms.

The spring showing is being held by dealers throughout the country and is being extensively advertised to the public.

The local retailers are all optimistic as to the outlook for immediate business. As an indication that the public is actually buying cars at present, W. A. Elliot, manager of the Willys-Overland factory branch here, points out that the retail sales of the branch for the first week of this month exceeded the entire sales for the whole month of February of last year, and the present rate at which orders are being taken and deliveries made should set a new record for all time for the second month of the year.

Louis L. Washstein, president of the Franke Motor Car Company, one of the largest retailers of automobiles in the St. Louis district, announced that negotiations were practically completed for the securing of a site in North St. Louis on which the company planned to erect immediately another building with complete sales and service facilities for Whippet and Willys-Knight cars.

G. M. OF CANADA BUILDS THEATER FOR EMPLOYEES

Toronto, Feb. 22 (U. T. P. S.).—Proof of the increasing interest which modern industry is taking in the personal and social welfare of its employees is well illustrated by the combination theater, convention building and recreation hall which General Motors of Canada, Ltd., is completing at Oshawa, Ont.

The structure, formerly a lunchroom, is being altered and rebuilt into a building which compares favorably with any of the larger "little theaters" of North America. H. L. Broomfield, manager of industrial relations for the company, expects that the $10,000 invested in the "little theater" will return large dividends in the efficiency and contentment of the company's personnel.

STAR SALES ACTIVE

Oakland, Cal., Feb. 22.—Officials of the Star Pacific Coast factory here predict a big year for the Star car in the Pacific Coast territory. Sectional meetings are at the present time being held, and dealers representing the line are optimistic as to the possibilities of volume business in the next few months to come.

BERRY CHEVROLET COMPANY

St. Paul, Minn., Feb. 22.—Organization of the staff of the Berry Chevrolet Company, new Chevrolet dealership in the fashionable residence district, has been completed. With L. D. Berry, president, directing their efforts, the salesmen include O. W. Kolb, George Freimuth, A. F. Chambers, A. S. Lambert and N. F. Gibbs.

Shift Occurs in Sales Organization Of Chevrolet in Important Centers

St. Louis, Mo., Feb. 22.—Dave E. Ralston of Tarrytown, N. Y.; Louis M. Dreves of Los Angeles, and William E. Holler of Los Angeles, all high officials of the Chevrolet sales organization, arrived here to succeed former high sales officials transferred to other points in a nation-wide reorganization preparing for the 1927 Chevrolet program.

Ralston, who was previously sales manager of the Atlantic Coast region, with headquarters at Tarrytown, comes to St. Louis as regional salesman of the Middle West region. He has been with the Chevrolet company for eight years and has been twelve years in the automotive industry. He was formerly zone sales manager at Pittsburgh and Kansas City, Mo. Ralston succeeds E. W. Fuhr, who has gone to Oakland, Cal., as Pacific Coast regional sales manager. Fuhr has been with the St. Louis Chevrolet branch since 1922.

Dreves, who comes to St. Louis as sales manager, is known here as manager of the Chevrolet retail store in 1922, succeeding Harry W. Spalding, now distributor in St. Louis of the Champion Electro Icer. The Chevrolet retail store was active here just before the company introduced the system of neighborhood retail dealers. Dreves succeeds W. J. Burns, who has been made zone sales manager at Oakland, Cal.

Holler, who was vice-president and general manager of the Flint Motor Company, Flint, Mich., before he joined the Chevrolet, comes to St. Louis as assistant regional sales manager from Los Angeles, where he was city sales manager. He succeeds R. L. Myers, who becomes zone sales manager at New York city.

Ralston brought with him from Tarrytown E. A. Nimnicht as regional sales promotion manager. He succeeds H. K. Bragle, who was taken by Fuhr and Burns to Oakland.

OTTAWA ASSOCIATION ENTERTAINS DEALERS

Ottawa, Ill., Feb. 22.—Motor car dealers of La Salle county were entertained with a banquet by the Ottawa Dealers' Association at the Clifton Hotel recently. John J. Farrell presided and H. W. Coppe served as toastmaster. Speakers included W. E. Johnson, Rollen Travis and C. W. Coons, all of Peoria, the latter being the secretary-manager and the former the treasurer of the Illinois Automotive Trade Association.

Stewart MOTOR TRUCKS

~embody improvements that place them far ahead of the field

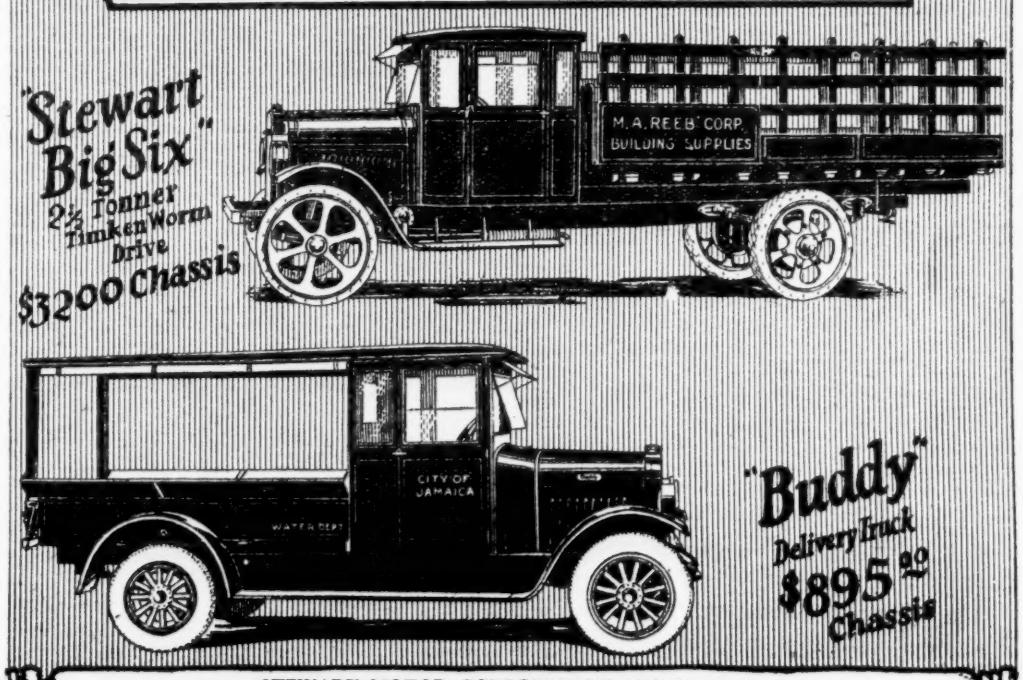
THE new and better Stewarts are being hailed as the outstanding truck value of the age by men who know the industry from A to Z.

Economical transportation and years of it, coupled with steering and driving ease hitherto unknown in truckdom, mark the improved Stewart. A phone call will bring it to your door for inspection without obligation.

Electric starter, electric lights and speedometer are regular equipment without extra cost.

TO DEALERS: The Stewart franchise is liberal and a money maker. Write or Wire.

Stewart trucks have won—By costing less to run



STEWART MOTOR CORPORATION, Buffalo, N. Y.
Export Branch: 90 West Street, New York City, U. S. A.
All Codes Used

Canada and Latin America Aim of British Exporters

London, Feb. 22.—British automobile manufacturers this year more than ever before are giving attention to the export market, studying figures of sales and laying plans for increased business. Needless to say, a great deal of this attention is devoted to American markets—not so much in the United States as in Canada and also in Latin America. English business men in Canada are at present doing what they can to impress upon British manufacturers the engineering and business points that have to be kept in mind if the automobile made in the homeland is to compete there with the American car.

In Latin America, the hegemony of the seller of American car as compared with the British product, though not unchallenged, is decidedly preponderant. Take the Argentine, for instance. At the end of last June, this republic had 182,750 motor vehicles, of which more than 95 per cent. were American made.

According to Britons familiar with that market, this condition is not simply due to the public's preference for cars built in the United States. There are many buyers who are prepared to buy an English car, but in many cases buy the American product, due to superior advertising, sales and service methods.

It is emphasized by Englishmen familiar with the Argentine market that there, as in every Latin-American country, the American manufacturer organizes his agencies only after painstaking preliminary study, and then employs an efficient intelligent body of men. He starts business not only with a few demonstrators but cars sent there on consignment, ready for immediate delivery, as well as spare parts stocks and a service station prepared to give satisfaction. Moreover, catalogues and price lists are printed in Spanish, with the exception of Brazil, where the language is Portuguese.

As against this system, many a British firm plants a representative there with one or two demonstrator models. The man has no cars for immediate delivery. Advertising, if it is at all indulged in—which is an exception to the rule—is insufficient and inefficient. But when a prospect finally comes up to the agent to buy a car and gets a demonstration, he is informed that he may have to wait two or three months for delivery, leaving future service a moot question; so that, all set to buy a car at once, he goes to the American agent, who can give him immediate delivery.

HATFIELD WHEEL AROUSES INTEREST

New Principle to Be Applied First to Railways

BALTIMORE, MD., Feb. 22.—An invention developed by the Hatfield Resilient Wheel Company may become of importance to the automotive industry, as well as street car and railroad stock. Instead of being at the wheel rim, the pneumatic tire in the Hatfield wheel is placed around the rub and protected by a steel housing. Spokes run from the wheel rim to the tube housing, the tube resting on two smooth inner rims. The wheel tread is made of solid rubber.

On a testing machine the tube is stated to have stood up very satisfactorily. The Hatfield wheel is now being tried out by the J. G. Brill Company, street car builders, on a Sparrow's Point street car of the United Railways of Baltimore. Two tires are used on each of the eight carwheels.

The Hatfield Company is also testing its product on a five-ton truck, which has so far run more than 60,000 miles without tire trouble. S. C. Hatfield, president of the company, intends to introduce his product first in the rail field, then on trucks and lastly on passenger cars. "Thus," he says, "the principle will get its hardest tests at first. If the wheel proves successful on rail equipment, the truck interests can have no doubt. If it carries trucks comfortably and easily, passenger car owners should be convinced."

Hatfield claims the following advantages for his invention: It should allow very heavy vehicles to ride on air and eliminate tire trouble; provide balloon-tire comfort and, when used on rail equipment, effect a saving through the absorption of track shocks, reducing the quantity of bearings and the amount of power required, and offer greater speed possibilities with lessened strains on and increased life of tracks, switches and other rail equipment.

LATVIA TURNING TO AUTOMOBILES

Van Cleef Sees Good Opportunity for American Cars

By EUGENE VAN CLEEF,

Chairman, Foreign Commerce Division, Ohio State University.

ONE of the new small Baltic countries carved out of old Russia after the Great War is Latvia, with slightly less than 2,000,000 people occupying an area of about 25,000 square miles. Nearly 80 per cent. of the population is engaged in agriculture, which has begun to prove profitable only since 1923. However, the farmer cannot yet be said to be prosperous. His purchasing power as an individual is quite low, but since he is imbued with the spirit of co-operation, groups of farmers are enabled to make purchases of modern equipment which individuals could not touch.

The number of passenger cars is still quite small, there having been but 750 on January 1 of this year. As in other European countries, so in Latvia, the people show a distinct preference for open cars. They insist that it is fresh air and an unobstructed view which one desires when he rides. A folding top is available for use in the event of inclement weather, a rather frequent occurrence.

While there are few cars one is struck by the number of higher priced American makes. Those people who can afford a car usually have sufficient wealth to enable them to buy a higher priced one, while others are too poor to buy even the cheapest. Then again, taxi rates are low enough to offset any urgent demands for private ownership.

Motorcycles, being somewhat cheaper than passenger cars, are increasing rapidly, totaling 230 on January 1 of this year, representing a gain of 35 per cent. over 1925. Most of these motorcycles as well as passenger cars are owned in the country's largest city and capital, Riga, where approximately one-fourth of the population lives.

The motor-bus likewise in greater numbers in Riga than in any other center, has shown a rapid increase from just a handful three years ago to 140 in January, 1926. The motor-bus fares better than the other types of cars because of the inadequate rail facilities in the north-south directions and the lack of funds with which to extend the railroad lines.

Under the old Russian regime the railroads were constructed primarily with reference to the carriage of freight and troops from coastal points, as for example, the ports of Libau, Windau, and Riga to the interior, particularly Leningrad and Moscow. Now, Latvia as a national unit in itself finds its transportation facilities inadequate in directions at right angles to these main lines, and for this reason the auto-bus proves a valuable adjunct. The Ford truck chassis is commonly used, upon which a native-built body is constructed.

Motor trucks number about 300. They play an important part in the present transportation development for the same reasons as the motor-bus. The demand for them is likely to continue, because the national finances will not yet permit a rapid rail expansion.

The market for all types of motor vehicles must remain quite limited for a time until the new agricultural reorganization becomes further stabilized and until the industries can get under way again after the tremendous setback which they suffered during the war. The country, as a whole, suffered almost as much damage as Belgium and to its credit be it said it has come back valiantly. Riga, as perhaps the most important Baltic transit center for Russian trade, may well prove worth while as a location for an American agency placed in the hands of a resident Latvian.

GRAND JUNCTION TO HOLD ANNUAL AUTOMOBILE SHOW

Denver, Col., Feb. 22.—Grand Junction, Col., automobile and auto accessory dealers, and oil companies operating in that city, are planning their second annual automobile show, to be held in the Lincoln Park Auditorium March 23, 24 and 25.

Twelve motor car distributors and accessory and oil dealers already have reserved space for the show. Reed Miller of the Western Slope Motor Company has been named show manager.

WOODBURY BUYS MILLER

Chicago, Feb. 22.—Cliff Woodbury, who finished third in the 500-mile race at Indianapolis last year, has purchased the Miller Special with which Harry Hartz won the three A championship last year for his backer, Michael J. Boyle, Chicago sportsman.

Automotive Men Active in C. A. C.

Chicago, Feb. 22.—The automobile trade is liberally represented on important committees of the Chicago Association of Commerce, having been honored with seven memberships on the ways and means committee.

Members of the Chicago Automobile Trade Association who have been named on the division covering automobiles, trucks, wagons and accessories are: W. G. Tennant, chairman, Tennant Finance Corporation; H. W. Peters, vice-chairman, Packard Motor Car Company of Chicago, a director of the C. A. T. A.

Timothy D. Beard, executive secretary C. A. T. A.; Erwin Greer, Greer College of Automotive Engineering; Elmer Rich, Simoniz Company; W. F. Wittenberg, Sterling Motor Truck Company of Illinois, and C. W. Gray of the Yellow Cab Company.

In addition, H. B. Dimond of the Cadillac Motor Car Company's Chicago branch has been named a member of the reception committee.

Calendar of Coming Events

FEBRUARY

17-27—**San Bernardino, Cal.** San Bernardino County Auto Trade Association, automobile show, National Orange Show Building.
18-27—**Copenhagen, Denmark.** Danish Automobile Show.
19-26—**Pittsburgh, Pa.** Pittsburgh Automobile Dealers' Association, automobile show, Motor Square Garden.
19-26—**Hartford, Conn.** Hartford Automobile Dealers' Association, automobile show, State Armory. Arthur Fifoot, manager.
19-26—**Bethlehem, Pa.** Automobile show.
21-24—**Casper, Wyo.** Automobile show.
21-26—**St. Louis, Mo.** St. Louis Automobile Dealers' Association, Twentieth Annual Automobile Show, City Market. Robert E. Lee, manager.
21—**Chicago, Ill.** National Safety Council, Mid-West Safety Congress, Hotel LaSalle.
21-26—**Omaha, Neb.** Omaha Automobile Trade Association, Twenty-second Annual Automobile Show, Auditorium.
21-25—**Huntington, W. Va.** Huntington Automobile Dealers' Association, automobile show, Vanity Fair Building.
22—**Los Angeles, Cal.** American Automobile Association Race.
22-25—**Wichita, Kan.** Wichita Motor Trades Association, automobile show, Exposition Building.
22-26—**Lebanon, Pa.** Lebanon Automotive Trades Association, Eighth Annual Automobile Show, Auditorium. H. W. Miller, manager.
23—**Ft. Smith, Ark.** Automotive Equipment Association, meeting.
23—**Lansing, Mich.** Automotive Equipment Association, meeting.
23—**New Brunswick, N. J.** Automotive Equipment Association, meeting.
23-26—**Sioux City, Ia.** Motor Trades Bureau, automobile show, Auditorium. Ryal Miller, manager.
24—**Elizabeth, N. J.** Automotive Equipment Association, meeting.
24—**Pontiac, Mich.** Automotive Equipment Association, meeting.
25—**Columbus, O.** Automotive Equipment Association, meeting.
25—**Milford, Del.** Automotive Equipment Association, meeting.
25—**Mt. Clemens, Mich.** Automotive Equipment Association, meeting.
26-Mar. 5—**Albany, N. Y.** Empire State Automobile Merchants' Association, automobile show, State Armory.
26-Mar. 6—**Los Angeles, Cal.** Los Angeles Motor Car Dealers' Association, Fourteenth Annual Automobile Show.
28-Mar. 5—**Springfield, Mass.** Springfield Automotive Dealers' Association, Twelfth Annual Automobile Show, Auditorium. H. W. Stacy, manager.
28-Mar. 5—**Allentown, Pa.** Lehigh Auto Trade Association, automobile show.
28—**Cambridge, Md.** Automotive Equipmnet Association, meeting.

MARCH

1—**Ft. Smith, Ark.** Automotive Equipment Association, meeting.
1—**Salisbury, Md.** Automotive Equipment Association, meeting.
1-8—**Quebec, Canada.** Automobile show, Drill Hall.
2—**Baltimore, Md.** Automotive Equipment Association, merchandising meeting.
2—**Easton, Md.** Automotive Equipment Association, meeting.
2-5—**Sioux Falls, S. D.** Sioux Falls Automobile Trade Association, automobile show.
2-8—**Uniontown, Pa.** Uniontown Automotive Association, automobile show, Capitol Building.
3—**Frederick, Md.** Automotive Equipment Association, meeting.
3—**Sioux Falls, S. D.** Automotive Equipment Association, meeting.
3—**Hagerstown, Md.** Automotive Equipment Association, meeting.
4-13—**Geneva, Switzerland.** Automobile show, Palais des Expositions.
5—**Red Bank, N. J.** Monmouth County Automobile Dealers' Association, automobile show.
5—**Washington, D. C.** Automotive Equipment Association, meeting.
5-12—**Boston, Mass.** Boston Automobile Dealers' Association, Twenty-fifth Annual Automobile Show, Mechanics Building. Chester L. Campbell, manager.
7—**Bethlehem, Pa.** Automotive Equipment Association, meeting.
7—**Evansville, Ind.** Automotive Equipment Association, meeting.
8—**Mt. Vernon, Ill.** Automotive Equipment Association, meeting.
9—**Paducah, Ky.** Automotive Equipment Association, meeting.
10—**Long Branch, N. J.** Automotive Equipment Association, meeting.
10—**Owensboro, Ky.** Automotive Equipment Association, meeting.
11—**Huntingdon, Pa.** Automotive Equipment Association, meeting.
11—**Princeton, Ind.** Automotive Equipment Association, meeting.
12—**Hot Springs, Ark.** Automotive Equipment Association, meeting.
14-15—**Asheville, N. C.** North Carolina Automotive Trades Association, convention.
15—**Danville, Ill.** Automotive Equipment Association, meeting.
15—**Washington, D. C.** Automotive Equipment Association, meeting.
17—**Clearfield, Pa.** Automotive Equipment Association, meeting.
18—**Bellefonte, Pa.** Automotive Equipment Association, meeting.
21—**Akron, O.** Automotive Equipment Association, meeting.
23-24—**Saginaw, Mich.** Saginaw Automobile Dealers' Association, automobile show, Auditorium.
24—**Gettysburg, Pa.** Automotive Equipment Association, meeting.
24-27—**Bangor, Me.** Bangor Automobile Dealers' Association, automobile show, E. J. Conquest, manager.
25—**Columbus, O.** Automotive Equipment Association, meeting.
25—**Lebanon, Pa.** Automotive Equipment Association, meeting.

APRIL

1—**Denver, Col.** Automotive Equipment Association, meeting.
4—**Colorado Springs, Col.** Automotive Equipment Association, meeting.
4-8—**Rocky Mount, N. C.** Automobile show.
6—**Trinidad, Col.** Automotive Equipment Association, meeting.
7—**Long Branch, N. J.** Automotive Equipment Association, meeting.
8—**Pueblo, Col.** Automotive Equipment Association, meeting.
10—**Los Angeles, Cal.** American Automobile Association Race.
13—**Ft. Collins, Col.** Automotive Equipment Association, meeting.
14—**Hastings, Neb.** Automotive Equipment Association, meeting.
15—**Cheyenne, Wyo.** Automotive Equipment Association, meeting.
18—**Sterling, Col.** Automotive Equipment Association, meeting.
20—**Scottsbluff, Neb.** Automotive Equipment Association, meeting.
21—**Fresno, Cal.** American Automobile Association Race.
22—**Casper, Wyo.** Automotive Equipment Association, meeting.
30—**Atlantic City, N. J.** American Automobile Association Race.

MAY

6-7—**Canton, O.** Automotive Equipment Association, meeting.
9—**Charlotte, N. C.** American Automobile Association Race.
25-28—**French Lick Springs, Ind.** Society of Engineers, semi-annual technical meeting.
30—**Indianapolis, Ind.** American Automobile Association Race.

Curious Public Awaits Duesenberg Announcement

INDIANAPOLIS, Feb. 22.—With considerable curiosity, the new Duesenberg car is being awaited by the public and trade alike. No details are available as yet about this forthcoming product of Duesenberg, Inc., the firm succeeding the Duesenberg Motors Company. It is known, however, that the plans provide for a unique highly powered product of quality, designed and manufactured to compete with the best cars made in both America and Europe.

The new Duesenberg, according to E. L. Cord, the company's president, will have a standard stock-car speed of 125 miles per hour. It will be built with a 300 horsepower engine and contain many important improvements. The wheelbase will be fixed so as to assure maximum riding comfort and provide for the installation of beautiful bodies, and all materials and equipment used are to be of high quality.

To make possible the production of the new car, the Duesenberg plant, since its acquisition in October by Mr. Cord and his associates, has been rearranged by expert industrial engineers. Construction is now starting on a new building, 320x70 feet, which will be devoted principally to a completely equipped laboratory for the use of Fred S. Duesenberg, vice-president in charge of engineering.

REID APPOINTED

Montreal, Feb. 22.—Percy H. Reid has been appointed service manager of the Montreal branch of the Studebaker Corporation of Canada, Ltd.

Federal Motor Earns $2.98 Per Share

New York, Feb. 22.—Federal Motor Truck Company reports for year ended December 31, 1926, net profit of $1,222,850 after charges and Federal taxes, equivalent to $2.98 a share earned on 410,000 shares of no par capital stock. This compares with $1,234,799, or $6.17 a share (par $10) on 200,000 shares outstanding in 1925.

In his report to stockholders, M. L. Pulcher, president, says in part: "During the past year manufacturing plant was rearranged to provide a progressive line assembly for chassis. This necessitated the moving of practically every department in the factory, including moving of entire machine shop to another building. While this involved considerable expense, all of which was charged off against 1926 operations, the progressive line assembly is now working and will result in great benefits and increased profits on future operations by enabling us to meet modern competitive conditions with higher manufacturing economy and reduced non-productive labor costs."

VESTA BATTERY MAKES FINE RECORD IN 1926

Chicago, Feb. 22.—That the Vesta Battery Corporation has definitely turned the corner is indicated by the annual report, which shows a net profit of $166,932 after Federal taxes and all other charges, equal after preferred dividends to $4.99 a share, earned on 30,000 shares of $10 par common stock outstanding. This compares with a net profit of $23,089, or 10 cents a share on the common, in the previous year. The showing is the best made in recent years.

GARDNER EARNS OVER 80C. PER SHARE IN 1926

New York, Feb. 22.—A preliminary report for 1926 shows a sales increase of 20 per cent. over 1925, compared to an increase of less than 5 per cent. for the industry as a whole, and shows a net profit, after depreciation bue before taxes and charges, of $126,286.46, equal to 81 cents a share on the 155,000 shares of no-par value stock issued.

It is understood that the managament will follow its usual ultra-conservative custom and make liberal charge-offs of prepaid items, experimental expense, etc., out of income.

KELLY-SPRINGFIELD CO. SHOWS LOSS IN 1926

New York, Feb. 22.—Report of Kelly-Springfield Tire Company for the year ended December 31, 1926, shows net loss of $3,439,799 after interest, depreciation, amortization, etc., and after crediting the account with $1,000,000 reserve previously provided for fluctuation of crude rubber prices. This compares with net profit of $1,452,577, equal to $2.34 a share (par $25), earned on $9,096,002 common stock after allowing for regular annual dividend requirements on the 6 per cent. and 8 per cent. preferred stocks, in 1925.

BOYLE VALVE ENJOYS BEST YEAR IN HISTORY

Chicago, Feb. 22.—The annual report of the Boyle Valve Company, which maintains a large plant at 5821-3-5 South Ada St., indicates that the firm has just passed through the most successful year in the six years' existence of the firm. According to E. von Hambach, director of sales and engineering, the company's business for 1926 showed an increase of 111 per cent. over 1925.

SHALER STOCK GOES ON CHICAGO MARKET

Chicago, Feb. 22.—The governing committee of the Chicago Stock Exchange has admitted 50,000 shares of Class A stock of no par value of the Shaler Company, manufacturers of tire vulcanizers, automobile parts, equipment and accessories.

The Shaler company, whose main plant is located at Waupun, Wis., was incorporated in Delaware, December 30, 1926, as successor to the C. A. Shaler Company, a partnership, the management of which also operated the Bauer Lock Company. The latter has since become the Shaler Lock Company, a subsidiary of the Shaler Company, through ownership of its 1,500 shares of $100 par stock.

MOTOR WHEEL CORP. NET INCOME DROPS

New York, Feb. 22.—Motor Wheel Corporation reports for the year ended December 31, 1926, net income of $1,625,051, after depreciation, Federal taxes, etc., equivalent after 8 per cent. preferred dividends, to $2.81 a share earned on 550,000 shares of no par common stock. This compares with $2,502,027 or $4.32 a share in 1925. Profit and loss surplus was $6,153,277, against $5,778,918 on December 31, 1925.

J. I. CASE SHOWS BIG GAIN IN NET INCOME

Racine, Wis., Feb. 22.—Net income of the J. I. Case Threshing Machine Company was $3,817,429 for 1926, compared with $2,793,673.21 the preceding year, it was announced by the officials of the company following a meeting of the board of directors.

The regular quarterly dividend of 1¾ per cent. on the preferred stock was declared payable on April 1 to stockholders of record on March 14, and a dividend of 1½ per cent. on the common stock was also declared.

SEIBERLING MAY PUT DIVIDENDS ON STOCK

Akron, O., Feb. 22.—Inauguration of dividends at annual rate of not less than $2 a share on the common stock of the Seiberling Rubber Company is looked for before the end of this year, if the company's business continues to gain and earnings are maintained on a normal basis.

DOMINION RUBBER TO SHOW GAIN OVER 1925

Montreal, Feb. 22.—It is understood that Dominion Rubber Company, Ltd., in its annual report for the year 1926, at present in course of preparation, will show a satisfactory increase in profit over those for the preceding year.

FT. WAYNE DEALER

Fort Wayne, Ind., Feb. 22.—William Hanke, president of the Hanke Motor Car Company, 316 East Main St., has been named a Fort Wayne dealer for the Auburn Auto Company. Mr. Hanke is one of the oldest automobile dealers in the city.

RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE

Previous, 1927 High	Low	Div.		Sales	High	Low	Close	Net Change
41	30¼	....	Advance Rumely pf	400	37	36½	36½	— 1½
12⅝	9	....	Ajax Rubber	2,400	11⅞	11¼	11⅞	+ ⅜
95¼	88	6	Allis-Chalmers	3,200	95¼	93	93½	— 1½
29¼	25¼	2	Am. Chain, A	2,000	29½	29¼	29⅜	....
10	7¾	1	Am.-La France	1,800	8¾	8¼	8¼	+ ⅛
32½	28⅜	3	Briggs Mfg. Co.	29,000	35⅝	34⅛	34¾	+ ¾
11	8⅛	....	Chandler Motor	400	9½	9⅛	9⅛	— ½
24⅛	21⅛	2.50	do pf	1,000	22	22	22	....
43½	38⅛	3	Chrysler Corp.	9,700	41⅞	41	41½	— ¼
13¾	11⅝	.80	Continental Motors	1,600	12	11¾	12	+ ⅜
27½	23½	....	Dodge Bros. A	5,400	25⅜	25	25	— ⅛
85	81½	7	Dodge Bros. pf	500	83¼	83¼	83¼	....
26¾	24½	2	Eaton Axle & Spring	1,000	25¾	24¾	25⅛	+ ⅛
72½	63½	6.50	Electric Auto-Lite	2,300	73⅞	72	73⅝	+ 1⅛
30⅞	26½	.80	Federal Motors	6,800	29¾	28½	29	— ¼
17½	16	....	Fisk Rubber	1,700	17¼	16¾	16¾	— ½
32	29¼	3.50	Gabriel Snubber	100	31	31	31	— ½
7¾	6½	....	Gardner Motor	300	7¼	7⅛	7¼	....
159½	145½	8	General Motors	38,400	156¾	154½	156	+ ⅜
104⅝	104⅝	6	do pf	200	105	105	105	+ ⅝
122	120	7	do deb pf	700	120	120	120	— ⅛
21¾	18½	2	Glidden Co.	100	20¼	20¼	20¼	....
55⅝	42¾	4	Goodrich Co.	1,000	52¾	51⅞	51⅞	— ⅝
101	98¼	7	Goodyear T. & R. pf	300	100¾	100½	100½	— ¼
107⅛	105	8	do pr pf	200	107½	107	107	— ⅛
20	15½	....	Hayes Wheel	100	16½	16½	16½	— ⅝
66	48¼	3.50	Hudson Motor Car	14,800	63½	61⅞	63	+ ⅞
23⅝	21	1.40	Hupp Motor Car	500	21⅝	21⅜	21⅝	....
13⅛	11½	1	Intercon. Rubber	889	12½	12⅜	12½	— ⅛
11½	9½	....	Kelly-Springfield	1,700	10	10	10	....
42½	35	....	do 8s pf	300	45	45	45	+ 3½
85	77	6	Kelsey Wheel	100	78	78	78	+ 1
7⅞	7	....	Lee Rubber & Tire	500	7⅛	7⅛	7⅛	— ⅛
99⅝	88¼	6	Mack Trucks	5,000	97½	96¼	96⅝	— ⅝
38	27	2.50	Marlin Rockwell	200	35¼	35⅛	35¼	....
12½	8¾	....	Moon Motors	200	9⅜	9⅛	9⅛	+ ⅛
37⅛	33⅛	3.60	Moto Meter A	100	35	35	35	+ ¼
24⅝	20¾	2	Motor Wheel Corp.	100	22	22	22	....
12	10	....	Mullins Body	1,000	12½	12	12⅛	+ ¼
37⅝	30¾	....	Murray Body	5,400	38	36½	36⅝	— ¾
72½	63	4	Nash Motors	2,000	65⅞	65¼	65⅝	— ⅛
5⅝	4	....	Norwalk T. & R.	500	4⅞	4¾	4¾	— ⅛
14¾	12	....	Omnibus Corp.	400	13⅝	13⅛	13½	....
36⅝	34	2.90	Packard Motor Car	2,700	34⅝	34⅜	34⅝	+ ¼
11⅞	9⅞	....	Paige-Detroit Motor	300	10⅝	10½	10⅝	+ ⅝
32	26⅞	....	Peerless Motor Car	700	29¼	28⅝	29¼	+ ¾
22⅞	18⅛	....	Pierce-Arrow	500	20⅛	20	20⅛	+ ⅛
102½	85	8	do pf	200	90	90	90	....
4¾	4⅛	....	Reynolds Spring	500	4⅛	4	4	— ⅛
24¾	20½	....	Spicer Mfg Co.	5,100	25⅜	24⅝	24¾	....
106	106	8	do pf	100	104	104	104	— 2
67¾	62½	6	Stewart-Warner Speed.	1,000	64⅞	63½	63½	....
56½	50½	5	Studebaker Co.	13,400	51½	50½	51	....
94½	78	5	Timken Roller Bear.	10,700	92	90½	91	— ¼
65	56¾	....	U. S. Rubber	5,800	62½	61½	61½	— ¼
57⅜	53¾	4	White Motors	1,400	55½	55⅛	55½	+ ⅛
24	19½	....	Willys-Overland	3,500	22⅛	21⅞	22⅛	....
29⅞	25	....	Yellow Truck & Coach	14,300	27½	26½	27	+ ½
99	94	7	do pf	300	95	94½	95	— ½

NEW YORK CURB MARKET

Sales		High	Low	Last	Net chge.
200	Bohn A & B	14⅛	14	14⅛	+ ¾
100	C G Spring	10⅜	10⅜	10⅜	+ ⅛
300	Doehler D.C	21½	21½	21½	— ½
7000	Durant Mot	8¾	7¾	8	— ¾
60	Fageol Mot.	3½	3½	3½	....
20	Firestone	124¾	122	124¾	+ 4¾
40	Ford Cana.	490	482	485	— 2
1800	Goodyear	31½	30⅛	30½	+ ¼
100	Johns-Manv	61½	61½	61½	+ ½
400	Reo Motor	21⅝	21½	21½	— ¼
400	Rep M T cfs	4⅝	4⅝	4⅝	— ⅛
3800	Rickenbackr	1⅛	.90	.90	— .10
400	Stutz	19½	19	19½	....
300	Timken D A	12½	12⅜	12½	+ ⅛
1100	U S L & H	46½	44	46	+ 2½
100	do pf	8⅛	8⅛	8⅛	— ⅛
300	Reo Motor	21⅞	21¼	21¼	
100	Shaler	25⅛	25	25	
100	Stewart-Warner	64	64	64	
100	Vesta Battery	35	35	35	
200	Williams Oilomatic	15⅞	15½	15½	
100	Yellow Truck B	27	27	27	
270	Yellow Taxi	42¾	42½	42¾	

CHICAGO

Sales		High	Low	Last
2400	Auburn Auto	98½	96½	97½
700	Bendix Corp	46	45¼	45½
150	Borg & Beck	60¼	59½	60

DETROIT

Sales		High	Low	Last
100	Bohn Alum	14½	14¼	14½
160	C G Spring	10	10	10
1900	Federal Motor	29¼	28½	28¾
10	Ford of Canada	482	482	482
584	Hall Lamp	9	9	9
200	Packard Mtor	34½	34½	34½
450	Reo Motor	21½	21⅜	21⅜
450	Timken Axle	12⅜	12⅛	12⅛

CLEVELAND

	Bid	Asked
Firestone	120	125
do 6s pf	104	...
do 7s pf	99	100

(The above tables show Monday's automotive stock movement, complete.)

Why

Automotive Daily News

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Automotive Daily News

H. A. TARANTOUS, *Advertising Manager*

1926 Broadway, New York

Motor Vehicle Census For World Shows Gains

(Continued from Page 1)

biles used outside of the United States increased by 858,997 vehicles, a gain of 18.3 per cent. in the last year.

Important gains in the use of the automobile occurred in Asia, the increase in this section of the world, which includes the Dutch East Indies, being 22.6 per cent. In Oceania, in which is included Australia, New Zealand, and Hawaii, the gain for the year amounted to 22.3 per cent. The western hemisphere, excluding the United States, registered a gain for the year of 20.3 per cent. Europe went forward at the rate of 16.2 per cent.

Extensive highway systems are being constructed throughout the world to bear the increasing motor traffic. In Cuba a contract has been placed for the construction of a 600-mile central highway. From Africa is reported construction of a lengthy road in the Belgian Congo that makes possible an overland journey of thirty-four days, by automobile, rail and water, from Capetown, in South Africa, to Cairo, Egypt.

Another great trade route opened to motor traffic is that from Bagdad to Tabriz, in northwestern Persia, almost on the Russian border. Practically every country in Europe is either maintaining or extending its present highway mileage. Finland is this year making the proud boast that every village of the republic can be reached by automobile.

The number of automobiles in use in the United States at the beginning of 1927 is estimated at 22,059,910. Great Britain is second as an automobile nation, having almost a million cars and trucks in service. France continues in third place. Countries and territories having 100,000 or more automobiles in use are:—

United States	22,059,910
Great Britain	984,368
France	901,000
Canada	820,222
Australia	361,602
Germany	318,800
Argentina	222,610
Italy	150,000
Belgium	130,000
New Zealand	123,324
Brazil	110,741
India	100,000

Boston Dealers Hold Open House

(Continued from Page 1)

in this city. This now established custom among the local trade ranks next to the annual Boston Automobile Show in sales importance, and each year the emphasis on it is greater, reaching a climax this year on the eve of the celebration of the silver jubilee of the show.

The fever has already spread to other branches of the industry. Truck dealers, motorcycle distributors and accessory and equipment houses also opened their doors to the public today so that a complete display of the automotive industry in Boston was possible. Since all other places of business were closed it was automobile day in Boston.

Thousands of invitations were broadcast. Every salesroom was beautifully decorated and in some such attractions as moving pictures and orchestras added to the interest. Extra salesmen were on hand to take care of the large crowds and in many instances special crews of demonstrators were added in order that no one interested in the new models might go away dissatisfied.

The open house was not confined to new cars, for all used car departments came in for their share of the attention. In the past sales of such cars have been high at this event.

PEORIA ANNUAL SHOW DRAWS RECORD CROWDS

Peoria, Ill., Feb. 22.—The sixteenth annual automobile show at the Armory, held last week, continued to break daily records with more than 10,000 visitors.

Twenty dealers participated in the event with seventy-five cars, representing twenty-five lines handled by the various members. Ten automotive equipment concerns were represented in the show.

PRINDLE JOINS DEALER

Chicago, Feb. 22.—A. L. Prindle, formerly associated with the executive staff of Samuel A. Miles in the conduct of the New York and Chicago automobile shows, is now associated with Hon, Smithson & Raymond, Packard dealer at 6335-37 Broadway, this city.

PENNSYLVANIA'S MILLION

Philadelphia, Feb. 22.—The State Highway Department has issued its millionth 1927 automobile license tag, which is far ahead of last year's time factor, as the millionth tag for 1926 was not issued until April 14.

Goodyear Hearing Opens in Akron

(Continued from Page 1)

D. Shilts, secretary and treasurer, and other officials of the company have been subpoenaed for deposition. Mr. Litchfield's testimony will be taken first.

Through verbal testimony and records and documents of the company, stockholders are seeking to learn what Dillon's connection with the company has been and what amounts, if any, were spent for "propaganda" to influence adoption of the 1921 refinancing plan of Dillon, Read & Co.

Testimony is to be used in connection with the suit for removal of Dillon and an accounting of $15,000,000 in profits, alleged to have been "wrongfully made," and in the motion to oust Dillon as trustee at once, replacing him with an Akron man. At the hearing yesterday Edward L. Williams of Cotton & Franklin, New York attorneys, appeared for the Goodyear Company.

C. A. FISHER IN MIAMI

Miami, Fla., Feb. 22.—Charles A. Fisher, president of the Fisher Body Company, is a visitor in Miami. He is stopping at the Nautilus Hotel.

16,230 at Opening Of St. Louis Show

(Continued from Page 1)

J. Powers. The chassis is by Cunningham; the body by McCabe Powers, a St. Louis firm.

The two hundred and fifty-odd makes of automobiles on view at the show indicate the growing trend toward individuality and color blending. Colors of all sorts, brilliant and sober, are particularly in evidence more than in past years, and public interest is obviously centered about the gayly painted cars.

The reception of the show in its first day satisfies the management's prediction that it will bring to St. Louis 100,000 visitors during its six days. The show is by all odds the most elaborate ever attempted in St. Louis. All the cars shown in the national shows at New York and Chicago are on view here.

The three floors of the building provide 135,000 square feet of space. This gives ample room for the numerous exhibits and permits ready flow of the vast crowds that throng to the show in the evening. Wide ramps, which connect the floors, offer no obstruction to delay or hinder passage of the crowds from one floor to another.

Several days of crowded effort were expended in altering the lighting arrangements of the building, and the results attained leave nothing to be wished.

As the visitor approaches the first floor of the show, which is the second of the building, he enters upon a brilliantly lighted and decorated area, pink draperies and hangings in harmonizing colors completely covering the drab concrete with which he has been familiar. On the second floor of the show he finds all the decorations done in a light green, and the third floor he finds entirely in yellow.

Plans for the show have been in the hands of an advisory show committee composed of Edward Weber of the Weber Motor Car Company, Walter H. Vesper of the Vesper Buick Auto Company, Guy W. Oliver of the Oliver Cadillac Company and George W. Weber of the Weber Implement and Auto Company.

The management and execution of the plans was handled, as for the past twenty years, by Capt. Lee, manager of the St. Louis Automobile Dealers' Association, and the Automotive Accessory Association. He is also president of the National Association of Show Managers, having been re-elected for the sixth time at the February convention in Chicago.

CLEVELAND CLUB SEEKS LOWER INSURANCE RATE

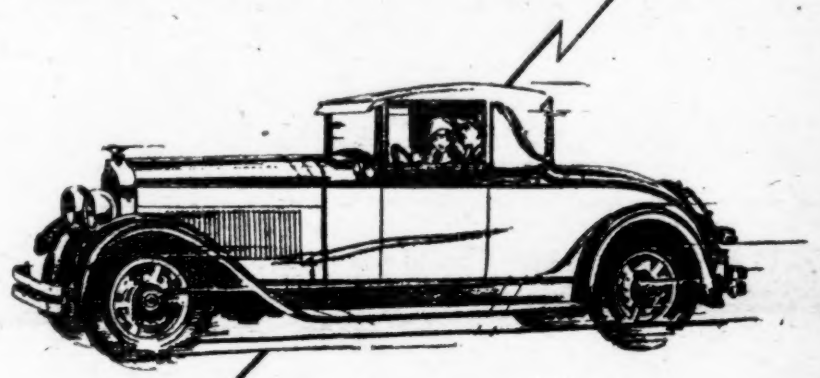
Cleveland, Feb. 22.—A demand for lower auto theft insurance rates in Cleveland, based upon a dwindling loss of cars through thefts, is made in the annual report of the Cleveland Automobile Club made public today.

Only one of each 100 cars stolen is permanently lost, most of them being recovered after from twenty-four to thirty-six hours, Frank J. Merrick, club attorney, revealed. The chief concern of the club is now to stop the pilfering of cars for joy rides or to screen liquor movements, he said.

AUTOMOTIVE DIVIDENDS

		Dividend	Payable	Of Record
Allis-Chalmers common	Quarterly	$1.50	Feb. 15	Jan. 24
Am.-La France F. E. preferred	Quarterly	1.75	Apr. 1	Mar. 15
Am. Chain, 8% part. pref. A	Quarterly	.50	Apr. 1	Mar. 21
Chicago Yellow Cab	Monthly	.33 1-3	Mar. 1	Feb. 18
C. G. Spring & B. common	Quarterly	.10	Feb. 15	Feb. 8
C. G. Spring & B. common	Extra	.05	Feb. 15	Feb. 8
Federal Motor Truck	Stock	2½%	Apr. 5	Mar. 19
Federal Motor Truck	Quarterly	.20	Apr. 1	Mar. 19
Fifth Ave. Bus Sec.	Quarterly	.16	Apr. 16	Apr. 2
Firestone T. & R. 7% preferred	Quarterly	1.75	Feb. 15	Feb. 1
Fisk Rubber 2d preferred	Quarterly	1.75	Mar. 1	Feb. 15
General Motors 7% preferred	Quarterly	1.75	May 2	Apr. 9
General Motors 6% preferred	Quarterly	1.50	May 2	Apr. 9
General Motors 6% debenture	Quarterly	1.50	May 2	Apr. 9
General Motors common	Quarterly	2.00	Mar. 12	Feb. 19
Goodyear T. & R. 7% cum. pref.	Quarterly	1.75	Apr. 1	Mar. 1
Goodyear T. & R. 8% prior pref.	Quarterly	2.00	Apr. 1	Mar. 13
Goodrich, B. F., common	Quarterly	1.00	Mar. 1	Feb. 16
Goodrich, B. F., preferred	Quarterly	1.75	Apr. 1	Mar. 15
Goodrich, B. F., preferred	Quarterly	1.75	July 1	June 16
Hudson Motors	Quarterly	.87½	Apr. 1	Mar. 15
Martin-Parry Corp.	Quarterly	.50	Mar. 1	Feb. 15
Marmon Motor common	Quarterly	1.00	Mar. 1	Feb. 16
Motor Wheel preferred	Quarterly	2%	Feb. 15	Jan. 31
Omnibus Corp. preferred	Quarterly	2.00	Apr. 1	Mar. 18
Packard Motor	Monthly	2%	Feb. 28	Feb. 15
Packard Motor	Monthly	2%	Mar. 31	Mar. 15
Packard Motor	Monthly	2%	Apr. 30	Apr. 15
Packard Motor	Monthly	2%	May 31	May 14
Stewart-Warner	Quarterly	1.50	Feb. 15	Jan. 31
Studebaker Corp. common	Quarterly	1.25	Mar. 1	Feb. 10
Studebaker Corp. preferred	Quarterly	1.75	Mar. 1	Feb. 10
Timken-Detroit Axle preferred	Quarterly	1¾%	Mar. 1	Feb. 19
Timken Roller Bearing	Quarterly	1.00	Mar. 5	Feb. 18
Timken Roller Bearing	Extra	.25	Mar. 5	Feb. 18

AMERICA'S FIRST TRULY FINE SMALL CAR



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MARMON 8

AN IDEA *crystallized*

The greatest automobile success of the times—selling better than 3 to 1 as against original anticipated allotments — and in a year when competition is keener than ever before.

Appointments now being made at the factory with interested distributors and dealers.

MARMON MOTOR CAR COMPANY. Indianapolis, Ind.